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## The Gates to World of Frozen Officially Open

*Hong Kong Disneyland Resort hosts a grand welcome ceremony  
with Queen Anna and Elsa, welcoming everyone to Arendelle*

**HONG KONG, NOVEMBER 20, 2023** – Today, the gates to World of Frozen, the world’s first “Frozen” themed land, officially opened to the public at Hong Kong Disneyland Resort, marking a significant milestone for The Walt Disney Company as it celebrates 100 years of Disney this year.



Paul Chan, Financial Secretary of the Government of the Hong Kong Special Administrative Region, and Josh D'Amato, Chairman of Disney Experiences, officiated the welcome ceremony, and joined by Queen Anna and Elsa, welcomed guests from near and far to the kingdom of Arendelle.

“World of Frozen represents Hong Kong Disneyland’s largest and boldest expansion since it opened in 2005,” said D’Amaro, “Our theme parks always grow and evolve with new stories and experiences, and it is exciting to make all these new worlds come to life for our guests. As Walt Disney said, ‘Disneyland will never be completed as long as there is imagination left in the world.’ At Disney Experiences, the possibilities are endless.”

World of Frozen signifies the latest example of collaboration between The Walt Disney Company and the Government of the Hong Kong Special Administrative Region that showcases what Hong Kong has to offer with immersive storytelling only Disney can deliver.



“I am thrilled to see how the kingdom of Arendelle in the “Frozen” has come to real life. Visitors to Hong Kong Disneyland can now physically immerse themselves in scenes once only featured in animation,” said Chan.

He added: “I am confident that the opening of the World of Frozen is a defining moment to elevate Hong Kong Disneyland to a whole new level, and to attract more tourists to embark on journeys to Hong Kong.”



The Walt Disney Company has a rich legacy of incredible storytelling, exemplified by the globally beloved “Frozen” franchise, which this month celebrates its 10th anniversary. “Frozen” has become one of Disney’s most successful franchises in its 100-year history, and as one of the top Disney

franchises in the region, World of Frozen offers the perfect way for guests to experience the story and characters and become part of the kingdom of Arendelle.

Walt Disney Imagineering's creative team immersed themselves in the film's scenes and character backstories over the course of seven years to bring this one-of-a-kind experience to life. "World of Frozen is an incredibly thoughtful, uniquely Disney destination where storytelling, innovation and creativity come together to create the ultimate immersive experience that celebrates a global phenomenon," said D'Amaro.



"Hong Kong Disneyland Resort is the leader in immersive family entertainment and a source of pride for Hong Kong," said Michael Moriarty, Managing Director, Hong Kong Disneyland Resort. "We are thrilled by the tremendous response to World of Frozen and cannot wait for more guests from all around the world to explore this first-of-its-kind experience."



Be among the first to celebrate Summer Snow Day at World of Frozen with three all-new, fun-filled attractions. Take a boat ride on **Frozen Ever After** to Elsa's Ice Palace, set out on a wondrous adventure on **Wandering Oaken's Sliding Sleighs** and enjoy an all-new interactive play experience with Queens Anna and Elsa at **Playhouse in the Woods**. For a truly unforgettable experience, enjoy exquisite Nordic cuisine and shop exclusive "Frozen" themed souvenirs, taking home cherished memories for the festive season.

*\*\*\*Guests are required to purchase their tickets in advance and have a valid park reservation for visit. Please refer to the latest visit arrangements on Hong Kong Disneyland official website: <https://www.hongkongdisneyland.com/>*

#### 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 eight 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>

#### **Media Enquiry**

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