

Immediate Release

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Ngong Ping 360 Achieved Record-High Cable Car Revenue in 2024 Guests Number Surpassed Pre-Pandemic Levels 11 Additional Crystal+ Cable Car Introduced to Meet Demand Collaborate with Local Artists to Revive Classic Hong Kong Comic Character

(Hong Kong, 18 February 2025) Ngong Ping 360 achieved record-breaking cable car revenue last year, with total revenue reaching approximately HK\$413 million in 2024. This represents an increase of about 30% compared to 2023 and about 32% increase compared to pre-pandemic levels¹.

In terms of guest numbers, Ngong Ping 360 welcomed 1.56 million guests in 2024, marking an approximately 13% increase from 2023. On average, 4,843 guests visited daily, representing an approximately 13% increase from 2023. Both total guest numbers and daily guest numbers show nearly 10% growth compared to pre-pandemic levels.

The guests of Ngong Ping 360 came from various regions, with the largest proportion from short-haul markets (37%), followed by Mainland China (29%), Hong Kong (20%) and long-haul markets (14%). Notably, the average daily number of guests from long-haul markets saw significant growth, increasing by approximately 84% compared to 2023. The average daily number of guests from short-haul markets also rose by 34% year-on-year.

Ngong Ping 360 Managing Director Mr. James Tung said, "We are grateful for the support of local and overseas guests, which led to an increase in guest numbers in 2024, surpassing pre-pandemic levels in 2019 and resulting in our highest-ever cable car revenue. We have been actively organizing marketing campaigns and continuously revitalizing Ngong Ping Village. This year, we will maintain our commitment to improvement, bringing more exciting events and injecting new elements to Ngong Ping Village, ensuring the best possible experience for all our guests."

¹ Pre-pandemic refers to 2019.

Crystal+ Cabins Near Full Capacity During Peak Seasons **Added 11 Additional Cabins to Cater Demand**



The Crystal+ cable cars, introduced in 2022, have seen high demand among guests. During peak periods including summer, the Golden Week and Christmas last year, the utilization rate reached over 90% on average.

In response to this demand, Ngong Ping 360 has added 11 more Crystal+ cabins to the line. After completing tests on door functionality, load capacity and cabin operation in late

January, these cabins have now been fully deployed, bringing the total number of Crystal+ cabins to 21.

Ngong Ping 360's cable car system continues to maintain a high average reliability rate of 99.96%. This equivalent to a delay of less than 1 minute for every 8 hours of operation. This exceptional performance is attributed to the cable car operations team, who carry out regular maintenance, drills and trainings to ensure the safety and stability of the cable car system.

Proactive Promotion in Mainland and Overseas Markets

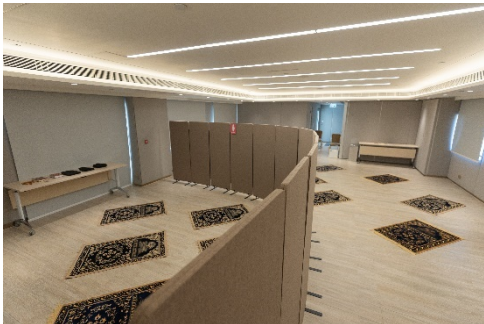
For the Mainland China market, Ngong Ping 360 has strengthened its promotional efforts through platforms such as Xiaohongshu and Douyin, while collaborating with the Hong Kong Tourism Board to host Mainland KOLs and media visits. Educational tours targeting Mainland students were also launched. These strategies have proven effective, resulting in record-breaking daily Mainland guest numbers during the National Day holiday and securing a top-three position in Douyin's "City Tourism Sales Ranking" for Hong Kong.

In overseas markets, Ngong Ping 360 continuously organizes product briefings to connect with local travel agencies and media. MICE group visits have shown steady growth, with numbers from Thailand and India more than doubling compared to 2019 levels.

Looking ahead, Ngong Ping 360 will continue strengthening its promotions across various markets. These include hosting travel product briefings in the Mainland and Southeast Asia, as well as promoting Muslim-friendly facilities in markets including Indonesia, Malaysia and the Middle East.



Received Muslim-Friendly “Gold Level” Certification **Recognized with Over 80 Awards in 2024**



In September 2024, Ngong Ping 360 has been awarded a Crescent Rating of Accredited Attraction - Gold, by leading authority on Muslim-friendly travel Crescent Rating. To cater to Muslim guests, we have set up prayer rooms at Ngong Ping Village equipped with prayer garments for ladies, prayer mats, Quran, Tasbih and other prayer amenities for use. Ablution facilities and water-friendly washrooms are also available at Ngong Ping Village. All these are done to ensure an enhanced travel experience for Muslim guests.

Ngong Ping 360's marketing campaigns over the past year have also gained significant attention. Highlights include the summer campaign “100% Doraemon & FRIENDS@Ngong Ping 360”, which features a 1,500 people flash mob forming Doraemon's portrait; “Ngong Ping 360 x Red A Christmas Dream Factory” campaign from November to December, in collaboration with local celebrity Mr. Raymond Lam; as well as the partnership with local movie “Four Trails” to cheer on the trekking race recently. These initiatives, along with recognitions for quality management and service excellence, contributed to a record-breaking total of 84 awards in 2024.

Supporting Local Artists

Collaborate with Classic Hong Kong Comic “My Boy”



Ngong Ping 360 remains committed to supporting local artistic creations. This Easter, we will partner with classic Hong Kong four-panel comic “My boy”, created by the late Hong Kong cartoonist Wong Sze Ma from the 1970s to 2000s.

Nine local artists, in no particular order, including Eric Kot, Jan Lamb, Gigi Leung, Li Chi Tak, Alex Chan, Lai Tat Tat Wing, Man Tsang, Bonnie Pang and Lousy, will give “My Boy” a fresh look. Their designs will be transformed into 3D sculptures and 2D artworks to be displayed at Ngong Ping Village. Ngong Ping 360 will also release co-branded products with “My Boy”, evoking nostalgic memories of old Hong Kong.

Ngong Ping Village Continuously Revitalizes Ice Cream Flagship Store with Over 100 Flavors to Open

Following the introduction of “Fengyun Pavilion of Chinese Dynasty - The Three Kingdoms” last year, Ngong Ping 360 continues to enhance guest experiences. A local ice cream brand will open its two-story flagship store at Ngong Ping Village, becoming Hong Kong's first ice cream shop offering over 100 flavors. Many of the flavors will feature local tastes such as Hong Kong milk tea, salted egg york and ginger milk pudding. Guests can enjoy these treats while taking in the views of Ngong Ping Village and the cable car. The shop is expected to open in the third quarter this year.



- End -

About Ngong Ping 360

As a major tourist attraction located on Lantau Island in Hong Kong, Ngong Ping 360 offers guests an exciting and unique natural and cultural experience. The Ngong Ping Cable Car stretches 5.7 km from Tung Chung to Ngong Ping and is the longest bicable cable car system in Asia. It offers a visually spectacular 25-minute journey with panoramic views of the flora and fauna of North Lantau Country Park, Tung Chung Bay, the Hong Kong– Zhuhai–Macao Bridge and Hong Kong International Airport.

In 2022, Ngong Ping 360 launched “Crystal+”, a new type of cabin developed in France and Italy. All sides and the bottom of the “Crystal+” cabin are made of fully transparent tempered glass, providing our guests with 80% visibility and an unobstructed 360° panoramic view of Lantau Island to create an extraordinary travel experience.

Appendix 1: Revenue Year-over-Year Comparison

Category	Number	2024 and 2023 Whole Year Comparison	2024 and 2019 Whole Year Comparison
Cable car revenue	Approximately HK\$413 million	Increased by approximately 30%	Increased by approximately 32%

Appendix 2: Number of Guests Year-over-Year Comparison

Category	Number	2024 and 2023 Whole Year Comparison	2024 and 2019 Whole Year Comparison
Total number of guests	1.56 million pax	Increased by approximately 13%	Increased by approximately 8%
Daily number of guests on average	4,843 pax	Increased by approximately 13%	Increased by approximately 9%

Appendix 3: Photos

1. Ngong Ping 360's average daily number of guests from long-haul markets saw significant growth, increasing by approximately 84% compared to 2023. The average daily number of guests from short-haul markets also rose by 34% year-on-year.



2. Ngong Ping 360 achieved record-breaking cable car revenue last year, with total revenue reaching approximately HK\$413 million in 2024. This represents an increase of about 30% compared to 2023 and about 32% increase compared to pre-pandemic levels.



3. The Crystal+ cable cars have seen high demand among guests. After completing tests on door functionality, load capacity and cabin operation in late January, these cabins have now been fully deployed, bringing the total number of Crystal+ cabins to 21.



4. Ngong Ping 360 hosted briefing sessions in the Philippines and Thailand after the pandemic, connecting with local travel agencies and media.



5. To cater to Muslim guests, Ngong Ping 360 has set up prayer rooms at Ngong Ping Village equipped with items such as prayer garments for ladies. It has earned us the Crescent Rating of Accredited Attraction - Gold, by leading authority on Muslim-friendly travel Crescent Rating.



6. This Easter, Ngong Ping 360 will partner with classic Hong Kong four-panel comic “My boy”. The artworks of nine local artists will be displayed at Ngong Ping Village.



7. Ngong Ping Village will introduce a flagship store of a local ice cream brand. The shop offers over 100 flavors of ice cream, including Hong Kong milk tea, salted egg yolk and ginger milk pudding flavors.

