

## Noah's Ark Hong Kong

### Annual Business Review in financial year 2016/17

#### Business Concept

Noah's Ark Hong Kong provides Hong Kong with a world-class tourist attraction; an iconic landmark and a wonderful destination for visitors to bond with nature, to experience fun and educational activities and to share the love for life, family and the planet Earth. Ma Wan Park is committed to serving and showing care for the underprivileged, and to offering itself as a platform for companies and organizations to share love and support to the community.

#### Development Plan

The Park is implemented in two phases. Already operational in phases since 2009, Phase 1 comprises three main features: "Nature Garden", "Noah's Ark Expo & Hotel Resort" and "Solar Tower":

- "Nature Garden" is an ecological park with different themes, such as nature, education, art and love. Admission is free for the public.
- "Noah's Ark Expo & Hotel Resort" is a multiplex centre constructed in the full size of the original vessel as described in the Bible. It is equipped with entertaining and educational exhibitions, hotel, dining and resort facilities.
- The "Solar Tower" is an education centre where exhibitions on astronomy, solar energy and related information are held. It is also the home of one of South East Asia's largest civilian solar telescopes, through which visitors can view the live activity of the sun.

The plan for Phase 2 is to revitalize the existing Ma Wan Village, with an aim to preserve, restore or rejuvenate most of the existing buildings. With the tranquil natural setting of the village along the seafront, the charming old Ma Wan Village will remain as the little gem secluded from the busy city, and become a unique destination for leisure and enjoyment.

Phase 2 is scheduled to be completed within 3 years from the handover of the required land from the Government. There is however some outstanding land



clearance and land title issues to be resolved with local villages before the handover of the required land can be effected.

## Operational Highlights

In financial year 2016/17, Noah's Ark Hong Kong reinforced its position as a theme park of life education and cultural tourism, promoting love, harmony and positive values to society. To further enhance its educational offerings, Noah's Ark Hong Kong established "Noah's Academy" to assist schools and families in learning beyond the classroom. With the strengths of outdoor environment, nature and theatre, Noah's Academy launched a series of courses, workshops and camps for students to develop STEAM (Science, Technology, Engineering, Art, and Mathematics) skills and whole person training by applying play education.

Event highlights include:

- "The Earth Defenders" in Christmas;
  - "Super Smart Fun New Year" in Chinese New Year;
  - "The Wonders of Storyland" in Easter;
  - "The Robotics Smart Fun" in Summer
- In financial year 2016/17, Noah's Ark Hong Kong employed a mix of business strategies to sustain marketing and sales efforts through continued promotion programmes and sales to travel trade partners and other channels in mainland China and international markets. To keep pace with the rapid expansion of mainland China's school market, the park works closely with different parties to promote Noah's Ark Hong Kong as a learning and research destination for students and organizes experiential camps with education organizations and travel agencies. To reinforce the South East Asia market, Noah's Ark also organizes thematic experiential learning activities and team building activities for study tours.
  - In financial year 2016/17, Noah's Ark Hong Kong established an experiential program "Noah's Academy" for people from different ages and backgrounds. The program provides creative non-formal learning experiences with the aim of character building and life skills training through whole person development. Through fun and interactive experiences in creative arts, STEAM (Science, Technology, Engineering, Art, Mathematics), and adventure, participants are expected to develop life skills, a love for learning, and an aspiration for personal and community wellness.



- The Park has also strengthened the promotion of its Wedding Service through participation in wedding trade shows to continue developing the Park as a premier outdoor wedding venue in Hong Kong.
- In addition to pursuing business expansion, Noah's Ark Hong Kong is committed to reaching out to the underprivileged and the needy citizens of Hong Kong, and ensuring they can enjoy the wonderful facilities of Noah's Ark. This commitment is implemented through an independent charitable affiliate called "Rainbow Foundation" since June 2009; which has been partnering with other non-profit organizations to invite the underprivileged and the needy citizens for free and subsidized visits to Noah's Ark Hong Kong. Until financial year 2016/17, Rainbow Foundation worked with 200 business partners to provide 2,400 meaningful outings and activities for over 210,000 underprivileged and needy citizens.

### Visitation Highlights

The Park's attendance of the financial year 2016/17 is 0.46 million (Noah's Ark with 0.28 million and Nature Garden with 0.18 million). The accumulated attendance for Phase 1 is about 5.54 million since opening.

#### Remarks:

This annual business review is for reference only. The financial year ends on 30 June.

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