

## Noah's Ark Hong Kong

### Annual Business Review in financial year 2017/18

#### 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 2017/18, 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. Since "Noah's Academy" was established last year to assist schools in learning beyond the classroom, Noah's Ark Hong Kong launched various courses, workshops and camps to further enhance its educational development. The fun-filled activities with the aim of character building can help students develop positive values when they grow up to teenagers, turn out become the strong back up of parents and schools.

Event highlights include:

- "Merry BEARathon" in Christmas;
  - "Sweet Fun New Year Blessings" in Chinese New Year;
  - "Amazing Forest Adventure" in Easter;
  - "The Junior Job Special Agents" in Summer
- In financial year 2017/18, Noah's Ark Hong Kong employed a mix of business strategies to boost marketing and sales growth. To further develop the parenting travel market in mainland China, the park works closely with different parties to promote Noah's Ark Hong Kong as a learning and research destination for students. To reinforce the South East Asian and Taiwanese markets, Noah's Ark also organizes thematic experiential learning activities, team building activities and special stay packages.
  - 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 and indoor wedding venue with Chinese and Western styles 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 2017/18, Rainbow Foundation worked with over 250 business partners to provide 2,750 meaningful outings and activities for over 236,000 underprivileged and needy citizens.

### Visitation Highlights

The Park's attendance of the financial year 2017/18 is 0.465 million (Noah's Ark with 0.28 million and Nature Garden with 0.185 million). The accumulated attendance for Phase 1 is about 6.005 million since opening.

#### Remarks:

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

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