

Ma Wan Park

Annual Business Review in financial year 2023/24

Business Concept

Operated by Sun Hung Kai Properties, Ma Wan Park (including Noah's Ark Hong Kong and Nature Garden) 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. The Park is also 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 project of Ma Wan Park is implemented in two phases. Already operational in phases since 2007, Phase 1 comprises three main features: "Nature Garden", "Noah's Ark Expo & Hotel Resort" and "Solar Tower & Solar Villas":

- "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 "Solar Villas" are restored village houses adjacent to the Solar Tower and repurposed for guest accommodations.

The plan for Phase Two 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



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leisure and enjoyment. Phase Two development started on April 1, 2021 and is expected to open gradually from the end of 2024.

Operational Highlights

In financial year 2023/24, Ma Wan Park (including Noah's Ark Hong Kong and Nature Garden) resumed normal operation after the significant slowdown of COVID-19 pandemic. However, there has been an overwhelming trend for a number of Hong Kong citizens travelling to overseas and Mainland China for consumption and enjoyment upon the full resumption of normal travel. The consumption and travelling patterns of major inbound travelers have been also changed. Thus, a variety of industries in Hong Kong have been influenced to a certain extent. Different kinds of merchants across tourist attraction, hotel, restaurant and retail have to significantly enhance the price-performance ratio of their services and generate innovative elements under the fiercer market competition.

In response to the market environment shift, Ma Wan Park adapted the business strategy to meet challenges by offering a wide range of new staycation packages, dining experiences and unique themed activities. It further strengthened the position of Ma Wan Island as a resort destination for a getaway from the city for local residents and inbound travelers through the integration promotion. Particularly, it successfully captured the oversea and Mainland China market segments including family and young couple by leveraging the effectiveness of popular social media channels. Additionally, Ma Wan Park cooperated with various professional educational organizations to develop a wide range of edutainment programs to cater the various demands from kindergarten, primary, secondary students as well as in-service teachers. Meanwhile, the Park actively engaged on upgrading its attraction content and themed rooms to facilitate its diversified business. Some of the major efforts included:

- Upon the full resumption of normal travel, the demand from Hong Kong citizens for local travelling and staycation dropped greatly, while on the other hand, the tourism industry in Mainland China successfully enhanced their competitive advantages by innovating their services and attractions continuously. Thus, Noah's Ark Hotel & Resort rolled out brand new accommodation services and



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packages to strengthen its competitiveness in the local and even in the Greater Bay Area markets. In addition to closely monitor the overall market and adjust the room rate, it specially designed “Mushroom Forest” themed room, upgraded “Interstellar Voyage” and “Flying Adventure” themed rooms and introduced the educating “Meet & Greet” Animal Discovery stay package to bring fun-filled accommodation experience for guests and generate market momentum.

- Under the shift of the consumption patterns of Hong Kong citizens and inbound visitors, the overall local catering market encountered greater challenges. Noah’s Ark Hotel & Resort’s restaurants endeavored to introduce special menus subject to different seasons for capturing more market opportunities. Examples included the exquisite-crafted “Mushroom Fantasyland Seaview Afternoon Tea”, the first-launched “Feast of Favors” and the newly-added indoor and outdoor pet-friendly picnic zone.
- Noah’s Kitchen provided new art and craft workshops on weekends and public holidays, which complemented the restaurant's lush green ambience to refresh the dining experience and capture more diners.
- Noah’s Ark Hotel & Resort further expanded the banquet and team building markets by actively participated in various wedding exhibitions to drive customers directly. Solar Villas specially launched “Starry Adventure Group Stay Package” to capture more businesses from enterprises and educational organizations.
- Noah’s Ark Hong Kong introduced various ticket discount offers and seasonal events to stimulate the park visitation. Examples included “Summer Junior Special Agents”, “Mushroom Wonder Valley”, “Pawsome Kidsmas Party”, “FUNtastic Spring Blossom” and “Blossom Wonderland”. From the mid-June 2024, it officially launched pet admission ticket, welcoming pet owner to visit the park with their beloved pets on any regular opening dates of the park to experience the joy together.
- The Park further leveraged its area to establish “Low-carbon Organic Mushroom Farmhouse” at Nature Garden, offering customized programs for educational



organizations and group visitors to understand more about organic farming and arouse the personal awareness of low-carbon living.

Ma Wan Park (including Noah's Ark Hong Kong and Nature Garden), operated by Sun Hung Kai Properties, was actively involved in Environmental, Social and Governance (ESG) education in the past 17 years. It partnered with nearly 1,800 local charities to organize more than 12,000 life education and public welfare activities, with more than 830,000 participants. Of these participants, about 53% were children and youth, and 47% were grassroots (including the elderly, disabled and chronically ill patients). In all of this, the Park actively contributed to the promotion of environmental protection and caring for the underprivileged and elderly.

For example, Noah's Ark Hong Kong collaborated with The Boys' Brigade, Hong Kong's service unit Anchor House to host the "Three S Project" for the fourth consecutive year, providing summer traineeships and opportunities for youths to help them identify potential careers. Moreover, Noah's Ark continued its collaboration with the Hong Kong Paralympic Committee to organize the 2nd "Inclusive Para Sports Day" encouraging disabilities and their families to experience sports together to promote social inclusion.

Since its opening by phases in 2007 until financial year 2023/24, Ma Wan Park welcomed 7.97 million visitors, bringing new travel experiences through a series of environmentally friendly and scientific exploration activities, as well as parent-child and life-education workshops.

Annual Visitation Highlights

The Park's attendance of the financial year 2023/24 is 0.331 million (Noah's Ark Hong Kong with 0.25 million and Nature Garden with 0.081 million).

Remarks:

This annual business review is for reference only. The financial year ends on 30 June. The above figures do not include the participants for online customized programs.



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