CB(1)2164/06-07(02)

Presentation to the Economic Services Panel of the Hong Kong Legislative Council



Ocean Park Corporation 18 July 2007

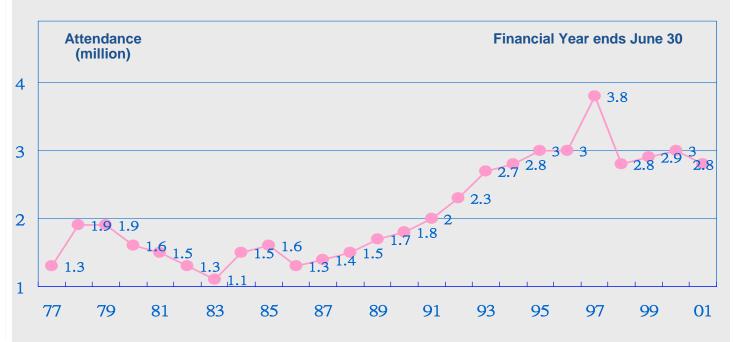




Ocean Park Situation



Ocean Park Annual Attendance



Focus on Our Key Stakeholders















Ocean Park Opportunities













Ocean Park Opportunities























Destination Tourism to Hong Kong













Relevance to Market You Serve





Local HK Residents

Inbound tourists, many from Mainland China



Other Guests



- HKID Promotion
- Birthday Promotion
- Photo Promotion
- Weddings





Local Market



- Interactivity
- Love Animals / Love Ocean Park























jewel Whiskers James Swift CHIEF Professor 蝶公主 威威獅令 占土黨 樂天豚長 小鸚雄 智者龜







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SkyFair

Helium Balloon

- •22m diameter balloon
- •29 passengers
- •120m

Other shows and facilities:

- Acrobat show
- Bungee
- Shops
- Photo opportunities
- Bird show





Renewal of Product & Reinvestment











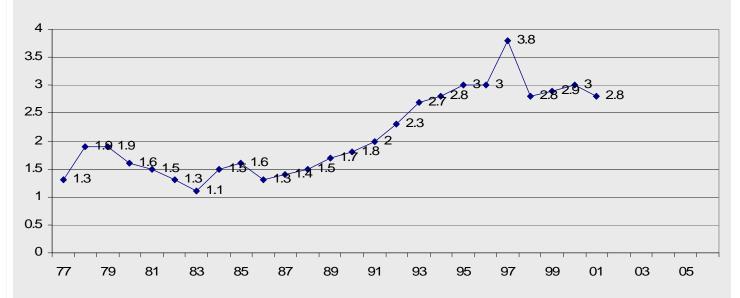




Ocean Park Situation



Ocean Park Annual Attendance





Ocean Park Situation

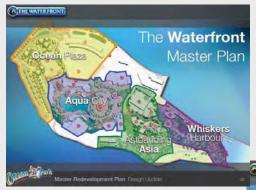


Ocean Park Annual Attendance





Approval on concept Master Plan / Financing

















More Attractions...



twice the entertainment at the new ocean park

up-charge activities
thrill rides
family/children's rides
exhibits
shows



HK\$4.2 Billion Commercial loan from 25 Banks

3 Times Oversubscribed

This year we are reaching for the sky





Panda Video for 20 - 30 Sec



Jia Jia 佳佳



An An 安安

Thank You Hong Kong



Le Le 樂樂

