

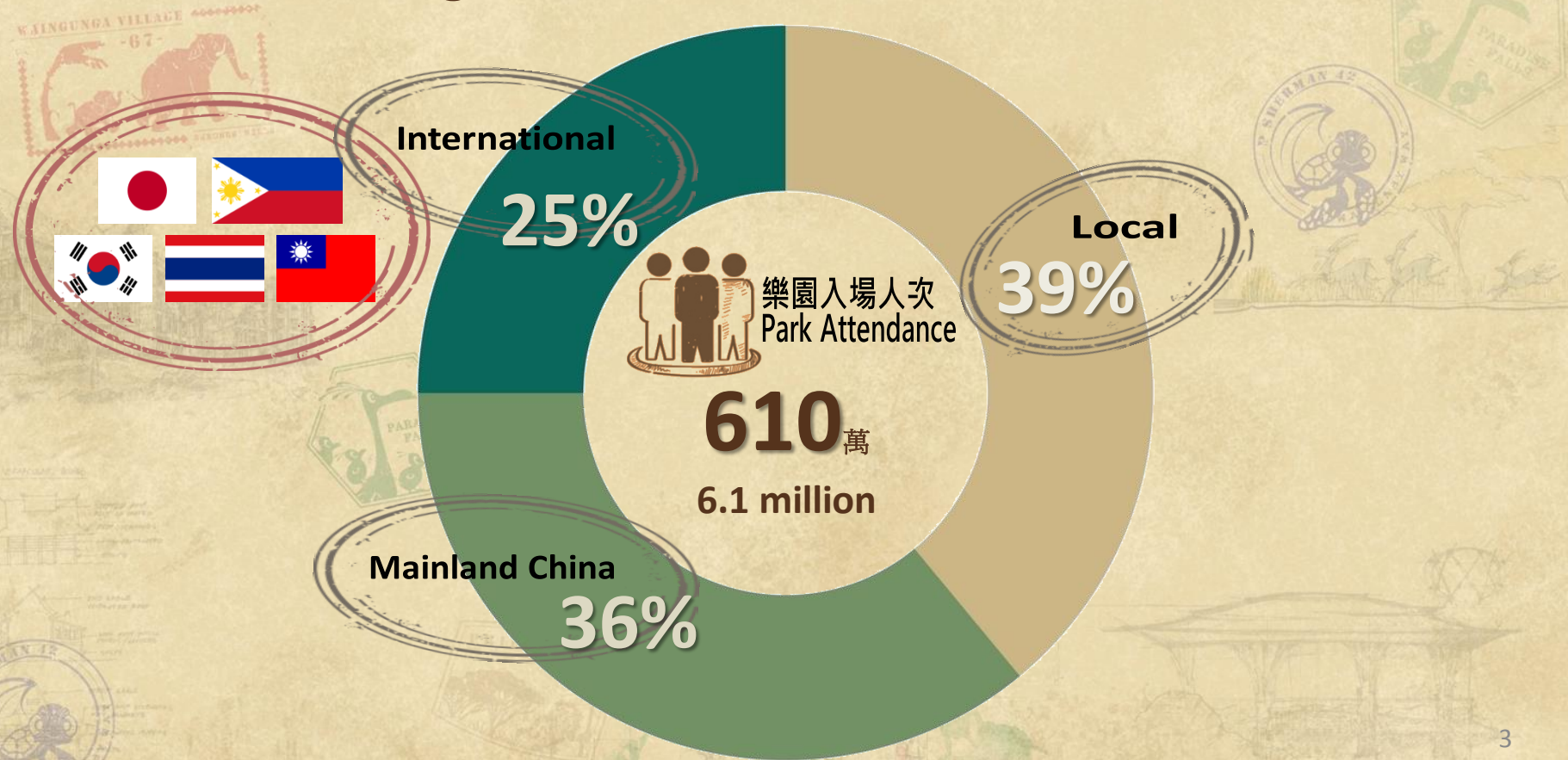


2016財政年度業績報告 FY2016 ANNUAL BUSINESS REVIEW

業務逐步改善 樂園賓客人均消費創新高 Improvement with Record High Per-Capita Spending



國際賓客入場人次歷來第二高 Second Highest Number of International Guests



財政年度業績 BUSINESS RESULTS



收入
Revenues

47.50 億港元
HK\$4.75 billion



未扣除利息、
稅項、折舊及
攤銷前盈利
EBITDA

7.15 億港元
HK\$715 million



淨虧損
Net Loss

-1.71 億港元
-HK\$171 million



酒店平均入住率
Hotel Occupancy

79%

成功迪士尼電影/故事 Popular Disney Movies/Stories

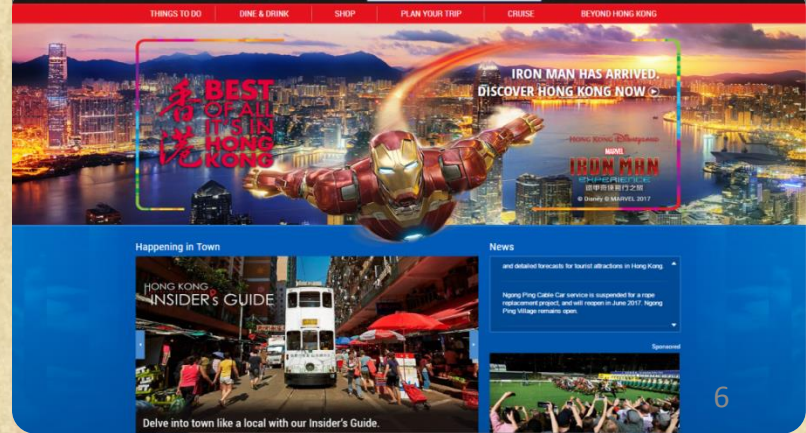
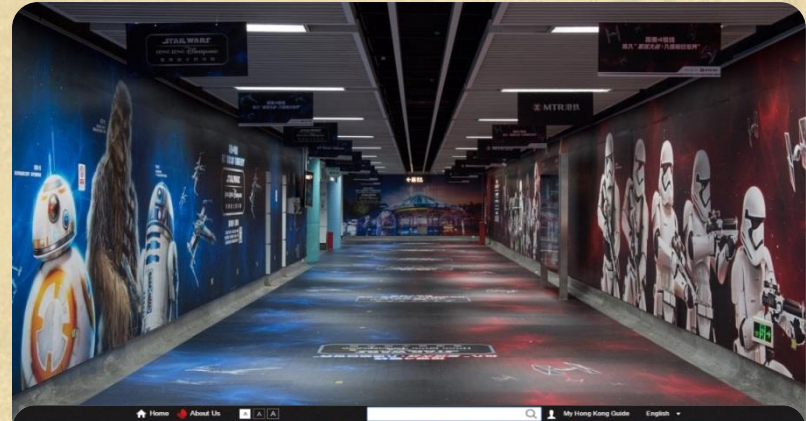


豐富娛樂體驗及提升賓客服務 Enhanced Guest Experience



企業業務增長理想 Corporate Business Growth

靈活市場推廣及銷售策略 Strategic Marketing & Sales Efforts



連繫及貢獻社區 Connecting & Contributing to the Community



娛樂體驗源源不絕

Continuous Stream of Exciting Offerings



SPRING 2017
DISNEY FRIENDS
SPRINGTIME CARNIVAL



SUMMER 2017
MARVEL SUMMER

迪士尼明星
春日嘉年華

APRIL 2017
DISNEY EXPLORERS LODGE



Disney
EXPLORERS
LODGE



KJINGUNGA YILI

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PARADISE
FALLE



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