



香港迪士尼樂園度假區
2020 財政年度業績報告
Hong Kong Disneyland Resort
Fiscal Year 2020 Annual Business Review

重點摘要

KEY HIGHLIGHTS



樂園持續開放, 放寬旅遊限制
Stay Open, Reopen Inbound Travel



把握未來機遇
Untapped Opportunities



旅遊新標誌
New Tourism Icon



貢獻香港經濟及社區
Economic & Community Contributions

業務遇前所未有的挑戰

UNPRECEDENTED CHALLENGES TO BUSINESS

14.4億港元
HK\$1.44 Billion

收入
Revenue

-14.7億港元
-HK\$1.47 Billion

未扣除利息、稅項、
折舊及攤銷前虧損
EBITDA

26.6 億港元
HK\$2.66 Billion

淨虧損
Net Loss

本地賓客投以信心一票

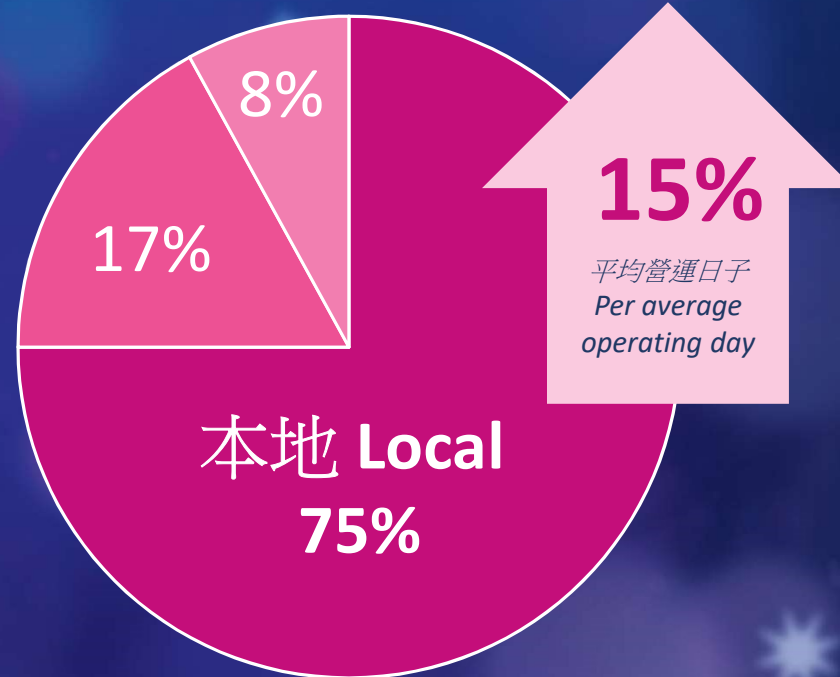
A VOTE OF CONFIDENCE FROM LOCAL GUESTS

入場人次
Attendance

1.7 百萬
Million



賓客組合 Guest Mix

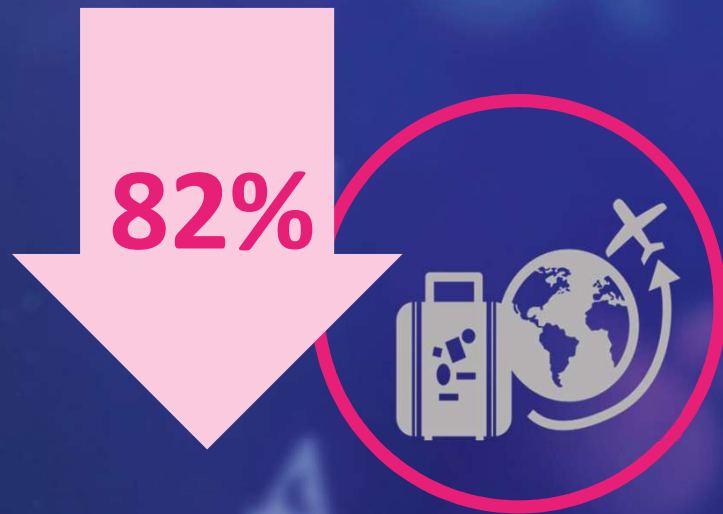


Local本地 Other Markets 其他市場 Mainland China 中國內地

疫情影響入場人次

PANDEMIC LANDSCAPE IMPACTS ATTENDANCE

樂園停開 Park Closure



入境過夜旅客
Overnight visitor arrivals



2020財政年度曆日
Calendar days in FY20

展現迪士尼創意
TAPPING INTO
DISNEY
INNOVATION



更多本地專屬優惠

MORE TAILORED OFFERS FOR LOCAL RESIDENTS



相約暢玩
3人遊 2人價

放玩奇妙當夏

樂園門票買二送一
hongkongdisneyland.com



留港度假奇妙體驗

套票優惠 港幣\$1,378起



迪士尼朋友太極班

超萌點心

皮藝手作坊



跟迪士尼朋友自拍

萬聖魔幻滋味

迪士尼朋友驚喜現身

Images and Video are for marketing purposes only. All Guests must wear face masks and maintain appropriate social distancing.

奇妙處處通會員人數創新高

RECORD HIGH OF MAGIC ACCESS MEMBERSHIPS



2020財政年度會員人數增長
FY20 MEMBERSHIP GROWTH



奇妙處處通 聖誕優惠

審慎理財保就業

PRUDENT COST MANAGEMENT WHILE PRESERVING JOBS



貢獻本港經濟及旅遊業

CONTRIBUTION TO HONG KONG ECONOMY AND TOURISM



1,137億港元
HK\$113.7 BILLION

0.31%

271,300

增加本地生產總值
INCREASED HONG KONG'S
GROSS DOMESTIC PRODUCT

本地生產總值
GDP

創造職位
JOBS CREATED

過去15年 OVER 15 YEARS

服務本地家庭及兒童

SERVING LOCAL FAMILIES AND CHILDREN



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城堡華麗變身
慶祝15周年紀念
**15TH ANNIVERSARY CELEBRATION WITH
CASTLE TRANSFORMATION**

「迪士尼尋夢奇緣」
舞台匯演
6月30日登場
**“FOLLOW YOUR DREAMS”
DAYTIME SHOW
TO LAUNCH ON JUNE 30**



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Artist concept only.
設計概念圖僅作參考。

品牌實力堅固

INCREDIBLE BRAND STRENGTH AND RESILIENCE



共同努力邁向復甦

TOGETHER WE ARE HERE TO
BUILD THE PATH OF RECOVERY

