

For Immediate Release

Shun Tak Group and AJ Hackett International group wins the development and operation rights for the “Adventure Zone” at Ocean Park Hong Kong

[24 October 2024 - Hong Kong] Shun Tak Holdings Limited (“the Group”), is pleased to announce the formation of a consortium - the Shun Tak AJ Hackett Skypark Holdings Limited, between the Group and a company under the AJ Hackett International group, has successfully won the development and operation rights for the “Adventure Zone” at Ocean Park Hong Kong.

The “Adventure Zone” will be located at Upper Park “The Summit” of Ocean Park Hong Kong and will cover approximately 120,000 square meters, making it Asia’s first immersive sky-high adventure experience attraction assembled with full range of exciting activities such as Twin Bungy Jumping at an estimated 30 meters in height, Giant Swings at an estimated 30 meters in height, Alpine Coaster Luge, estimated 1,000 meters long Double Giant Ziplines, Dry Slides, Ropes and Netted Adventure Parks, Climbing Walls, Walking Tracks and innovative Playgrounds in three different zones. Seamlessly blended into the stunning natural scenery, thrill-seekers can look forward to enjoying sensory pleasure while taking in the unique natural landscapes and coastline views of the Southern District in Hong Kong, amidst the leisurely charm of this “urban oasis”. Project related work is expected to commence in Q4 2024, with a projected completion date in Mid-2028.

Adhering to the corporate strategy of “Tourism+”, over the years, the Group has garnered extensive businesses presence in the integrated cultural tourism sector across the Guangdong-Hong Kong-Macao Greater Bay Area (“GBA”) and beyond. With its pioneering vision in international tourism investment, the Group remains at the forefront of the business, and actively invests in integrated cultural tourism development projects worldwide, leveraging on the company’s profound understanding of global tourism trends. Seizing the upsurge of cultural and in-depth experience amongst modern trippers, the Group spearheaded the introduction of the first adventure attraction into Macau - the acclaimed Macau Tower bungy jump - the world’s highest commercial bungy jump from a building, twenty years ago; a project jointly managed and operated with AJ Hackett International group, the pioneer in operating global adventure tourism since the late 1980’s. The two parties are once again teaming up for the “Adventure Zone” project, through which the Group hopes to help inject new momentum into Hong Kong’s tourism development, providing visitors to Hong Kong with fresh experiences that showcase the city’s vibrant diversity.

Mr. Rogier Verhoeven, Executive Director, President of Group Hospitality Division at Shun Tak Group, stated, “As an integrated cultural tourism conglomerate based in the GBA, the Shun Tak Group is happy to join Ocean Park, an undeniable iconic tourism landmark for more than 40 years in Hong Kong, with our long-term partner AJ Hackett International group, in the development of this exciting project much anticipated by both visitors and the local community. It is our obligation to support the local tourism industry's upgrading and transformation, introducing new economic growth points, and bringing this innovative, internationally recognized adventure attractions to Hong Kong that incorporates natural conservation concepts to life. In line with the key focus areas in the national planning for the Guangdong-Hong Kong-Macao Greater Bay Area, the development of the ‘Adventure Zone’ at Ocean Park will further validate the Group's ongoing ‘Tourism +’ strategy. We firmly believe that this new tourism landmark will create unforgettable memories for visitors to Hong Kong and continuously inject new quality productive forces into the city's cultural tourism industry.”

Mr. Danny Hughes, CEO of AJ Hackett International, said, “Our purpose is to positively change people’s lives by achieving something they never thought possible. The natural landscape of Ocean Park will create a wonderful playground for our guests, and we are honoured to be custodians with a sustainable development that highlights conservation and education. The ‘Adventure Zone’ is an exciting opportunity to expand the iconic experiences of Ocean Park, and to promote Hong Kong to our worldwide following with a world-class sky-high adventure tourist attraction.”

“This marks a significant milestone for Ocean Park Corporation and Hong Kong’s tourism industry. We are thrilled to partner with Shun Tak Group and AJ Hackett International group to co-develop the Adventure Zone. We are confident that the Adventure Zone will appeal to adventure enthusiasts and families alike, thereby broadening our visitor base and further enhancing the overall experience and market competitiveness of Ocean Park as a resort destination,” said Paulo Pong, Chairman of Ocean Park Corporation.

Backed by the motherland and connected to the world, Hong Kong has an irreplaceable advantage in tourism development. The Group, based in the GBA, will continue to leverage its cross-industry experience in Property, Hospitality, and Transportation to actively facilitate Hong Kong’s integration into the national development framework and contribute to the goal in forging the GBA into a world-class tourist destination.

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About Shun Tak Holdings Limited

Shun Tak is a leading conglomerate active in the Greater Bay Area and listed on the Hong Kong Stock Exchange. The Group is a forerunner in Macau and Hong Kong's tourism and transportation scene, and has established a sizable portfolio of infrastructure investments and integrated developments spanning major economic zones across China, including the Pearl River Delta, Yangtze River Delta and Beijing-Tianjin-Hebei Region. It is also expanding its footprint in the Singapore real estate market through recent acquisitions of premium properties and land parcels in downtown locations. With "Tourism +" as its growth strategy, the Group strives to harness its cross-sectoral experience in property, transportation, infrastructure, integrated commercial projects, hospitality and investments to deliver economic value for regions it operates in, as well as contribute to the country's national development blueprint.

About AJ Hackett International

AJ Hackett International, founded in 1988 in Queenstown, New Zealand, is a world-leading adventure tourism company, operating in several Asian countries, France, and Cairns, Australia. The flagship brand, "Skypark by AJ Hackett", is renowned for its array of gravity-defying activities. Through its exhilarating sky-high attractions, the company strives to create unforgettable memories that positively change lives, inspiring travelers to return frequently for the sensational experience.

Photo Captions:



1. Distinguished guests at the Ocean Park Hong Kong "Adventure Zone" press announcement ceremony include (from left to right): Ms. Ysanne Chan, Deputy Chief Executive & Chief Financial Officer of Ocean Park Corporation; Mr. Ivan Wong, Chief Executive of Ocean Park Corporation; Ms. Brenda Au, Head of Invigorating Island South Office; Mr. Paulo Pong, Chairman of the board of the Ocean Park Corporation; Mrs. Angelina Cheung, Commissioner of Tourism; Mr. Rogier Verhoeven, Executive Director and President of Group Hospitality Division at Shun Tak Holdings Limited; Mr. AJ Hackett, Founder & Chairman of AJ Hackett International; and Mr. Danny Hughes, Chief Executive Officer of AJ Hackett International.



2. During the press announcement ceremony, Mr. Rogier Verhoeven, Executive Director and President of Group Hospitality Division at Shun Tak Holdings Limited, outlines the transformative vision for the "Adventure Zone". He highlights the Group's strategic partnership with Ocean Park Hong Kong and emphasizes how this landmark development aligns with the Group's "Tourism+" strategy, set to create compelling visitor experiences while driving new quality productive forces in Hong Kong's cultural tourism sector.



3. Mr. AJ Hackett, Founder and Chairman of AJ Hackett International, articulates his vision for the "Adventure Zone": "We are honoured to spearhead this sustainable development initiative that seamlessly integrates conservation elements. This collaboration marks a significant milestone in elevating Ocean Park Hong Kong's tourism offerings, establishing Hong Kong as a premier global destination through our world-class sky-high adventure attractions."



4. The "Adventure Zone" at Ocean Park Hong Kong exemplifies innovative circular economy principles through the adaptive reuse of the existing roller coaster dome infrastructure, reimagined to house state-of-the-art aerial adventure facilities. This visionary development not only champions sustainable practices but also thoughtfully incorporates conservation elements, offering visitors an exhilarating adventure experience while showcasing the spectacular natural vistas of Hong Kong's Southern District.