



For Immediate Release

**AIA Carnival Returns: Celebrating 10 Years of Smiles,
Laughter, Love and Countless Memories**

Introducing “AIA Alta Presents the World Circus” in celebration of AIA Club Alta’s first anniversary

Hong Kong, 23 October, 2024 – Hong Kong's much-loved and biggest annual winter spectacular, the iconic AIA Carnival, title sponsored by AIA, is set to return to the Central Harbourfront to celebrate its 10th birthday between 18th December 2024 and 16th February 2025! To mark this special occasion, AIA Carnival will be bringing to town even more surprises and celebrations, including a total of 28 classic and new rides, a variety of exclusive soft toy prizes, enhanced food and beverage experiences, a variety of photo-worthy attractions and so much more to once again bring the Central Harbourfront to life this winter.

In addition to celebrating the AIA Carnival’s 10th birthday, AIA is also launching "AIA Alta Presents the World Circus" as its celebration highlight event for AIA Club Alta’s first anniversary. Produced by the world-renowned UK-based creative and entertainment powerhouse, Gandeys Circus, and featuring a star-studded lineup of top circus talents from 12 countries, the Circus will deliver six brand new acts including a never-before-seen act to be premiered at the AIA Carnival’s 10th Birthday. Running close to 150 shows during the AIA Carnival period, and spanning the festive seasons of Christmas, New Year’s Eve, and Lunar New Year, the holidays will be nothing short of magnificent!

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, “We are thrilled to celebrate a decade as the title sponsor of AIA Carnival. Since its debut in 2014, this iconic outdoor entertainment event has brought joy to over 5.8 million people from the local community and visitors. We are dedicated to fostering community engagement and supporting the city’s mega-event economy through AIA Carnival. We have donated over 100,000 tickets for charitable initiatives, enabling beneficiaries to celebrate the festive season with their loved ones. Additionally, AIA Carnival has contributed an estimated HKD 1.8 billion to the Hong Kong economy over the past decade. Looking ahead, AIA will continue this legacy of supporting the mega-event economy and spreading joy and creating memorable experiences for all, empowering everyone to live 'Healthier, Longer, Better Lives'.”

Mr. Randy Bloom, Chief Executive Officer of Great China Entertainment Group, said, “In the last 10 years, the AIA Carnival has truly become an annual tradition for the people of Hong Kong and more. We have seen our youngest guests grow into excited teenagers. Couples who went on their first date at the AIA Carnival are creating new memories with their children. There are not many events that can span across 10 years, and it is our privilege to bring this event year on year, making it better and better. We look forward to sharing what we have prepared this year for the 10th Birthday celebration of the AIA Carnival!”



The AIA Carnival returns with exciting enhancements for its 10th birthday celebration!

More fun and thrilling rides, games, photo moments, live entertainment, and F&B experiences!

For its 10th Birthday, AIA Carnival will be introducing a curated selection of 28 classic and new rides, some of which have never been seen in Hong Kong. In addition to the return of a selection of the crowd favourites over the last decade, there will be new and exciting thrill seeker surprises, guaranteeing a fun day-out for the people of Hong Kong and beyond. Plus, everyone will be able to enjoy all of this excitement at the same price as last year!

Playing to win toys at the game booths is always a must-do activity when visiting the AIA Carnival. More than 30 games featuring toys of characters from the biggest blockbuster hits and anime favourites, ranging from limited edition to never before seen toys. The toys and games are not to be missed for those of you looking to test your skills!

Located on a prime Harbourfront location with unrivalled views of the iconic Hong Kong Skyline and Victoria Harbour, this year's F&B Village at the AIA Carnival will be extended to offer a more enhanced selection of multinational culinary choices, promising an enticing mix of flavors and dishes. Expect taste-bud tantalising menus, and limited edition items created exclusively for the AIA Carnival. On site popup events and special promotions will also keep AIA Carnival goers hungry for more mouthwatering delights!

Early Bird tickets open today! Act fast and enjoy up to 10% off compared to regular online prices!

This year's event will see ticket prices remain the same as last year! Get your tickets early before 5th November to enjoy an Early Bird discount of 10% off all ticket types compared to regular online prices. AIA customers can enjoy a special discount with up to 15% off of regular online prices together with other perks during the promotion period, by contacting their financial planner to make the booking.

City-wide ticket giveaways to spread the joy of AIA Carnival season!

The celebration doesn't stop there! Look out for the colourful AIA Carnival entertainer with our AIA Carnival Van around Hong Kong as begins its journey across the city on 25th and 26th October, and again on 2nd and 3rd November visiting various districts to give away complimentary tickets in celebration of our 10th Birthday. To make sure you do not miss out, follow the AIA Carnival's Official Facebook and Instagram Pages (@aiacarnival) to get the latest information and updates on where they will appear.



About AIA Carnival 2024/25

Location:	9 Lung Wo Road Central Harbourfront Event Space, Hong Kong
AIA Carnival Event Period	18 th December 2024 (Wednesday) – 16 th February 2025 (Sunday)
Circus Event Period	18 th December 2024 (Wednesday) – 9 th February 2025 (Sunday)
Official Website:	https://www.aiacarnival.com/

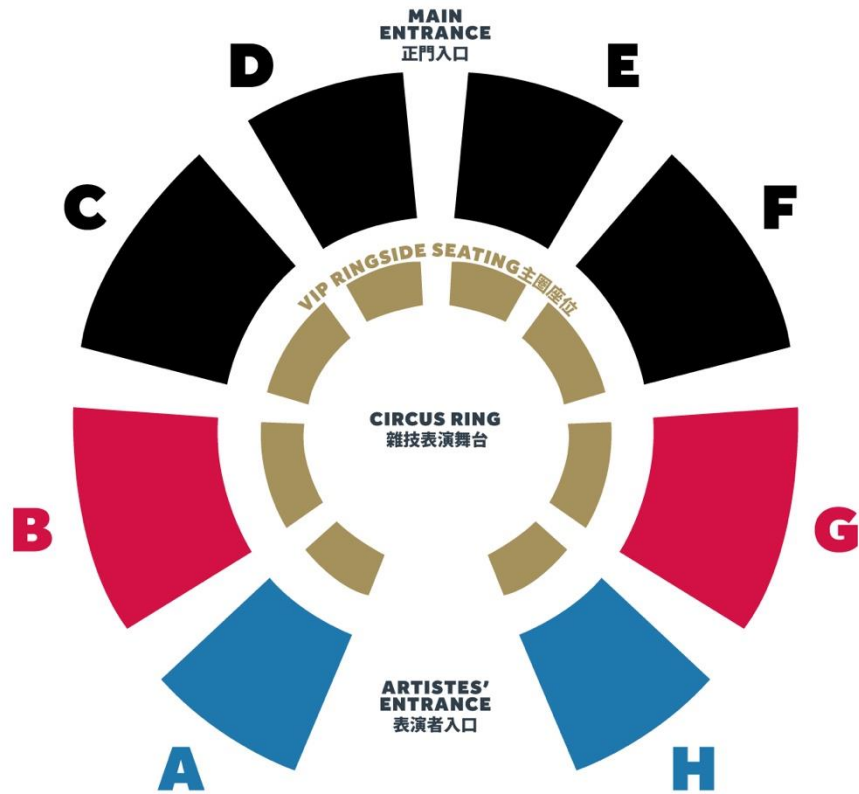
Ticket type and pricing	<p>十二月 DECEMBER 2024 一月 JANUARY 2025 二月 FEBRUARY 2025</p> <p>Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su Mo Tu We Th Fr Sa Su</p> <p>Legend: ■ OFF-PEAK 非高峰時段 ■ STANDARD 普通時段 ■ PEAK 高峰時段 ■ CLOSED TO PUBLIC 不對外開放日子</p>			
	<p>GATE TICKET PRICES & PACKAGES 現場購票價錢及組合</p>			
	<p>ADULT 成人 Includes 10 tokens 包括10枚代幣</p> <hr/> <p>CONCESSION 特惠門票 <i>Children aged 3 to 11 & Visitors with disabilities</i> 3至11歲兒童及傷健人士 Includes 7 tokens 包括7枚代幣</p> <hr/> <p>ENTRY ONLY 入場門票 <i>Adult & Concession 成人及特惠門票</i> Tokens not included 不包括代幣</p>	<p>OFF-PEAK DAYS 非高峰時段</p> <p>\$160</p>	<p>STANDARD DAYS 普通時段</p> <p>\$170</p>	<p>PEAK DAYS 高峰時段</p> <p>\$180</p>



ONLINE TICKET PRICES & PACKAGES 網上門票價錢及組合	OFF-PEAK DAYS 非高峰時段	STANDARD DAYS 普通時段	PEAK DAYS 高峰時段
ADULT 成人 Includes 10 tokens 包括10枚代幣	\$160 \$140	\$170 \$150	\$180 \$160
CONCESSION 特惠門票 <i>Children aged 3 to 11 & Visitors with disabilities</i> 3至11歲兒童及傷健人士 Includes 7 tokens 包括7枚代幣	\$100 \$95	\$100	\$110 \$105

ADD-ON TOKEN PACKAGE 另加代幣
 20 tokens 20枚代幣
 Admission not included 不包括門票 **\$180**

ADD-ON TOKEN PACKAGE 另加代幣
 50 tokens 50枚代幣
 Admission not included 不包括門票 **\$450**



- VIP RINGSIDE SEATING (Gold) 主圈座位 (金色)
- PREMIUM SECTIONS (Black) 高級區域 (黑色) - C, D, E, F
- STANDARD SECTIONS (Red) 標準區域 (紅色) - B & G
- REAR SECTIONS (Blue) 外圍區域 (藍色) - A & H



Ticket sales period	AIA Carnival: 23 rd October 2024 – 16 th February 2025 AIA Alta Presents The World Circus: 23 rd October 2024 – 9 th February 2025 (while seats last)
Early bird period	23 rd October 2024 – 5 th November 2024
Early bird offer	10% discount off compared to regular online ticket prices

[^] Concession includes children aged 3 to 11 and people with disabilities. An original copy of a valid document for people with disabilities must be presented upon admission to the AIA Carnival. Children under three years old and seniors 65 and above enjoy free admission.

AIA CARNIVAL

友邦嘉年華



Celebrating its 10th birthday, the largest annual winter spectacle, the iconic AIA Carnival, will make its grand return to the Central Harbourfront from 18th December 2024 to 16th February 2025.

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, and Mr. Randy Bloom, Group CEO of Great China Entertainment Group, kicked off the celebration at a press conference, where they also unveiled 10 remarkable achievements the Carnival accomplished over the past decade.

AIA CARNIVAL 友邦嘉年華



Press conference emcee Sammy Leung, along with special guests Leanne Li and ANSONBEAN, shared their personal anecdotes about AIA Carnival. The Hong Kong Youth Arts Foundation Choir also gave a special performance of “Seasons of Love” and took the audience a trip down the memory lane to reminisce precious and unforgettable moments at AIA Carnival.



About AIA Hong Kong & Macau

AIA Group Limited established its operations in Hong Kong in 1931. To date, AIA Hong Kong and AIA Macau have over 17,000 financial planners¹, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.6 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, pension, personal lines insurance to investment-linked assurance schemes with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high-net-worth customers.

¹ As at 30 June 2024

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 June 2024)

About Great China Entertainment Group

The Great China Entertainment Group (GCEG) is a part of Great Entertainment Group (GEG), a multi-award-winning group of companies who are experts in creating and producing exceptional live entertainment events and experiences in Asia.

GCEG specialise in delivering large-scale Carnival-style events, including the AIA Carnival in Hong Kong, The World Circus Hong Kong and the Marina Bay Carnival in Singapore. These events have cumulatively attracted millions of people, with each event having taken place over a number of months.

At the heart of these events is our community enrichment initiatives. We place inclusivity and social responsibility at the core of everything we do, through an extensive community outreach programme. In Hong Kong we have positively impacted the lives of over 2.5 million community members from multiple associations and organisations. We are very proud to have been recognised for our success through numerous regional industry awards.