

Press Release

For Immediate Release

**The 19th Edition of the Discovery Bay Easter Egg Hunt on the Beach & Carnival
Largest Scale in Years with Expected over 5,000 Families
Boosting Local Spending and the Mega Events Economy during Easter
Driving Double-Digit Revenue Growth for Discovery Bay Merchants**



(Hong Kong • 18 March, 2026) The highly anticipated annual “Discovery Bay Easter Egg Hunt on the Beach” is set to return on 3-4 April with the largest scale in years, attracting over 5,000 families and promoting the Mega Events economy. Now in its 19th year, the event will lead 5,000 children to search for colourful Easter eggs on the beautiful Tai Pak Beach, exchanging them for over 70,000 exquisite prizes and special grand prizes, valued at over HKD 1.5 million in total.

To encourage families staying in Hong Kong and to boost local spending during the Easter holiday, Discovery Bay will transform Tai Pak Beach and DB Plaza into a large amusement park on 3-4 April. In addition to the egg hunt game, a giant inflatable bouncy castle and various inflatable game booths will be set up at the plaza for participating families to enjoy for free. During 3-6 April, DB North Plaza will also be turned into a "Giant Easter Eggs Funland", featuring charming inflatable egg displays perfect for family photos. The “Collage Easter Egg Lab” & “Easter Egg Art Studio” will also be specially set up at the Toscana Sales Gallery, allowing everyone to join for free. To attract more visitors, a free shuttle bus service will be provided on event days from Sunny Bay to DB Plaza at designated times for families with valid Egg Hunt Passes. (Seats are limited and available on a first-come, first-served basis.)

In addition, Discovery Bay has been committed to building a sustainable and caring community. This year, children from local low-income families will be invited to participate in the "Discovery Bay Easter Egg Hunt on the Beach & Carnival" for free. This will help foster the connection between parents and children and bring them a joyful and warm Easter.

Ms. Charlotte Ho, General Manager - Branding and Marketing of Hong Kong Resort Company Limited, stated,

" 'Discovery Bay Easter Egg Hunt on the Beach & Carnival' has a large number of family fans every year. This year, ticket sales have been strong, and multiple sessions are already sold out. Marking its 19th year, this year's event is the largest in scale, with the highest number of participants, value, and quantity of gifts. The event is to encourage families staying in Hong Kong and to boost local spending during the Easter holiday, which is expected to generate double-digit revenue growth for Discovery Bay merchants. We also hope that parents and children can spend an unforgettable holiday together and explore the unique experiences and diverse leisurely lifestyle that Discovery Bay offers."



Discovery Bay Easter Egg Hunt on the Beach & Carnival

Egg Hunters will be divided into different age groups: 3-4 years old, 5-6 years old, and 7-10 years old. Every Easter egg found at the beach can be exchanged for a Small Egg Prize, while discovering a Grand Egg offers a chance to win a Special Grand Prize valued at over HK\$1,000!

- Date:** 3 - 4 April 2026 (Friday & Saturday)
- Event Time:** 10:30 - 18:30
- Venue:** Tai Pak Beach, Discovery Bay
- For details:** <https://www.dbeasteregghunt.com/>

	
<p>The highly anticipated annual "Discovery Bay Easter Egg Hunt on the Beach" is set to return, promising endless fun and excitement for kids!</p>	<p>Taking place at Tai Pak Beach, this Easter event invites children aged 3 to 10 to embark on an exciting egg-hunting adventure.</p>



Every colourful Easter egg found can be redeemed for a Small Egg Prize



Those who discover a Grand Egg will win a Grand Egg Prize worth at over HK\$1,000!



“Inflatable Funland” at DB Plaza



“Giant Easter Eggs Funland” at DB North Plaza

For more information on Discovery Bay and promotion details:

Website	www.visitdiscoverybay.com
Facebook:	@VisitDiscoveryBay
Instagram:	@visitdiscoverybay
Email:	explore@visitdbay.com

For high resolution photos, please click:

<https://drive.google.com/drive/folders/1d2vrqduknXdFLNvYB7ZSk5wnYIZkRIVt?usp=sharing>

The End

About Hong Kong Resort Company Limited

Hong Kong Resort Company Limited (“HKR”) is the sole developer of Discovery Bay, a renowned resort-style residential community located in Lantau Island, Hong Kong. Since 1977, HKR has been continuously developing Discovery Bay for more than four decades. HKR also provides quality residential and commercial property management services, convenient land and sea transportation, and an array of hospitality services, including hotel and membership sports clubs, and a wide diversity of leisure facilities for Discovery Bay, making it a self-sustained community.

HKR is a 50:50 joint venture owned by HKR International Limited and CITIC Pacific Limited.

About Discovery Bay

Discovery Bay is located in the northeast of Lantau Island. With a land area of approximately 650 hectares and surrounded by mountains and oceans, it is Hong Kong’s foremost premium international residential community and a unique leisure destination, boasting a quiet environment, sophisticated urban planning and a variety of waterfront facilities.

Situated next to Discovery Bay Pier, D’Deck is Hong Kong’s renowned oceanfront al fresco dining destination with numerous themed restaurants with spectacular views of the sea. The 400-metre-long Tai Pak Beach is an excellent venue for outdoor activities with related facilities. DB Plaza is comprised of over 50 shops with a wide array of shops, restaurants and an international-standard ice rink. Featuring a shopping arcade, restaurants, an open piazza and Love Lock Promenade, DB North Plaza serves as the second social hub for the Discovery Bay community and visitors alike. Adjoining is Auberge Discovery Bay Hong Kong, home to 325 superbly appointed rooms and suites, a seaside Pavilion with a one-of-a-kind design, offering a unique leisure experience.

Discovery Bay is served by a comprehensive transport network that includes ferry services to Central, bus services to Tung Chung MTR Station, Sunny Bay MTR Station and Hong Kong International Airport. Visitors who spend the specified amount at Discovery Bay can enjoy complimentary transportation[^] back to town on the same day. Both urban and Lantau taxis can access Auberge Discovery Bay Hong Kong through the Discovery Bay Tunnel, providing a convenient alternative for residents and visitors alike.

[^] Spend & Ride Offer details: <https://www.visitdiscoverybay.com/en/whats-hot-event/103>

The press release is issued by Hong Kong Resort Company Limited.