

Press Release
For Immediate Release

Spooky Chills @ Discovery Bay 2026 Kicks Off the First Ever Discovery Bay Fun Day in Hong Kong

Featuring Whimsical Photo Spots, Charity Pet Walk, Pet Parties and Night Market
Debuting First-ever Discovery Bay Cosplay Parade and Costume Contest and
Stand a Chance to Win a Round-trip Ticket to Taipei
Unveiling the Remarkable two-day DB Fun Day



For high-resolution images, please visit: <https://shorturl.at/5ZEe8>

(Hong Kong, 21 Sep 2026) With Halloween just around the corner, Hong Kong Resort Company Limited (Hong Kong Resort) is thrilled to transform Discovery Bay into the city's most delightfully spooky celebration! From 10 October (Saturday) to 1 November (Sunday), DB Plaza and DB North Plaza will feature brand-new Spooky photo spots and interactive installations, embarking on a sweet journey with little monsters. This year, Halloween takes the centre stage on the first day of DB Fun Day. Complimentary bus and ferry services will whisk guests to and from Discovery Bay during designated hours. A vibrant lineup awaits, featuring pet-themed activities, a Halloween Night Market, and the debut of the first-ever Cosplay Parade and Costume Contest in Discovery Bay, offering families and pet lovers a uniquely memorable Halloween experience.

Two Whimsical "Spooky" Photo Installations Flip Halloween Traditions with Sweet Surprises

This Halloween, Discovery Bay is stepping away from usual spooky themes by embracing a "Sweet Dreams" concept, fostering a warm and joyful festive ambience. Two major decorative installations will be showcased at DB Plaza and DB North Plaza, which will look even more vibrant once illuminated at night. The journey starts from the "Dream Entrance" art installation at Discovery Bay Pier, where the three-eyed mini monster is ready to escape from the dream realm, climbing over bushes to arrive in Discovery Bay, inviting everyone to embark on a sweet and heartwarming magical trip.

At DB North Plaza, visitors are greeted by a delightful 5-metre-tall inflatable monster decoration, which will instantly grab attention. Unlike the typical Halloween mischief, the mischievous monsters busy themselves delivering plenty of "Happy Energy Candies" to the bedroom's owner, transforming the festive atmosphere into a sweet, smile-inducing dreamland experience. Everyone is invited into the giant "under-the-bed" installation to explore hidden photo spots and colourful candies scattered on the floor, partaking in interactive, spooky yet playful enjoyment.



DB Plaza



DB North Plaza

Enjoying Pet-Friendly Halloween Night Market with Roving Magic Shows

DB Festival spans two thrilling days - 31 October and 1 November, inviting tourists and residents to start their journey on an open-top bus to different photo spots in Discovery Bay while participating in approximately 20 free activities*. The annual "Discovery Bay Halloween Night Market" returns to DB Plaza on 31 October (Saturday) from 14:00 to 21:00! Bringing together around 60 specialty stalls, the market offers exquisite handcrafted items, Halloween gear, and pet accessories. Enjoy captivating live performance by a roving magician - perfect for capturing memorable and interactive snapshots, and allowing guests to soak up the Halloween night amid a charming European-style atmosphere with loved ones and pets.



Halloween Night Market



Roving performance by magician

*Advance registration is required for some activities; quotas are limited and available on a first-come, first-served basis.

More details about the "Discovery Bay Fun Day" will be announced in late September

First-ever Discovery Bay Halloween Parade and Costume Contest: Win Hong Kong Airlines Round-Trip Tickets to Taipei

Highlight of the festival, "Discovery Bay Halloween Parade and Costume Contest", first-ever take place on 31 October (Saturday) from 15:00 to 17:00! The contest will be divided into the "Discovery Bay Residents Group" (Versatile Styling) and "Open Group" (Anime Characters). 30 shortlisted contestants clad in creative cosplay outfits will kick off a lively "Trick-or-Treat" parade from the alfresco dining hotspot, D'Deck concludes by hitting the main stage at DB Plaza to showcase their costumes and compete for the top three titles! AR★Lu and Ronnie, winners of the World Cosplay Summit representing Hong Kong, will join the parade and serve as guest judges, elevating the festive excitement.

Online registration for the contest will open from 14 September to 15 October. The champion will win amazing prizes, including an Economy Class round-trip ticket to Taipei sponsored by Hong Kong Airlines, Feather & Bone Gift Hamper (Valued at HK\$1,000), and two Ngong Ping 360 Round-trip Cable Car (Crystal Cabin) Adult tickets.



Discovery Bay Cosplay Parade and Challenge



「Trick-or-Treat」Parade

Halloween Bark & Bounce @ DB North – A Spook-tacular Pet Party

DB North will transform into a pet paradise on Halloween weekend, hosting our first-ever large-scale "Halloween Bark & Bounce" carnival. The event features a fantastic line-up of activities, including:

- **Bark & Bounce Market (31 October & 1 November):** The two-day pet market brings together leisure, interactive fun and shopping! Featuring around 20 stalls, the market offers a range of pet services, products and workshops. Furry friends can also enjoy a range of exciting wellness activities.
- **Howl Pawfect Walk (31 October):** Adorn your charming pet in a whimsical outfit and enjoy a scenic walk from Garden Toscana to DB North and Central Park on 31 October. Available in both morning and evening sessions, this charity walk allows visitors and their furry pets to appreciate the natural beauty along the path while supporting a great cause together. (*Registration details will be announced soon.)
- **Pawsome Party @ Garden Toscana (31 October):** The lawn at Garden Toscana will feature a special Halloween pet photo zone and pet workshops. It is the perfect setup to ensure that our furry friends have an absolute blast while spending quality time with their humans!

Discovery Bay Halloween Social Media Giveaway Game

In celebration of Halloween, Discovery Bay is launching a social media game with exciting prizes this October! Simply follow @VisitDiscoveryBay on Instagram and leave a comment on the designated post as instructed for a chance to win two adult tickets to the Ngong Ping 360 Cable Car (Crystal Cabin)! Stay tuned to our Instagram page for more details.

Auberge Discovery Bay Hong Kong – Halloween x El Día de Muertos

Auberge Discovery Bay Hong Kong is excited to bring you a unique Halloween experience this year – “Halloween x El Día de Muertos”, a traditional Halloween celebration in Mexico. You will be immersed in a vibrant festive atmosphere through colourful decorations, traditional Mexican music, etc. We are also offering the accommodation package and a Mexican-themed dinner buffet, inviting you to celebrate Halloween in a different way. The accommodation package for two starts at HK\$2,400 and includes:

- One night stay at guestroom
- Breakfast buffet
- Mexican-themed Dinner buffet

The stay date of this accommodation package is from 30 Oct and 31 Oct 2026.

For any enquiries and reservation, please contact our Reservations Department at 2295 8355 or email reservations@aubergediscoverybay.com

*Terms and conditions apply. Please visit <https://www.aubergediscoverybay.com/en-us/offers/halloween-2026> for details.

Peony Chinese Restaurant – Halloween-themed Dim Sum[#]

From 25 to 31 October 2026, Peony Chinese Restaurant is unveiling a collection of Halloween-themed dim sum. Featuring two different delicacies - Steamed Skull Bun with Sweet Purple Potato (HK\$25 per piece) and Chilled Hokkaido Pumpkin Pudding with Caramel (HK\$68 per piece).

Blending traditional dim sum craftsmanship with playful Halloween flair, these delightful creations deliver both visual appeal and exceptional flavour.

[#]All prices are subject to a 10% service charge. Advance reservation is required and subject to restaurant availability. This offer cannot be used in conjunction with other promotions or offers unless otherwise stated. Peony Chinese Restaurant reserves the right to amend, suspend or terminate this promotion without prior notice. In case of dispute, the restaurant's decision shall be final.

Spooky Chills @ Discovery Bay 2026 Programme Details

Spooky Photo Spots	
Date	10 October – 1 November 2026
Time	Open all day. Lighting time: 17:30-23:00
Venue	DB Plaza & DB North Plaza
Halloween Night Market	
Date	31 October 2026 (Sat)
Time	14:00 – 21:00
Venue	DB Plaza Open Piazza
Details	https://bit.ly/3TmW1IS
Discovery Bay Halloween Parade and Costume Contest	
Date	31 October 2026 (Sat)
Time	15:00 – 17:00
Venue	Outdoor Area Outside the Main Entrance of DB Plaza
Details	Shortlisted finalists will attend both the Cosplay Parade and the Costume Contest on 31 October. Costume Theme: 1. Discovery Bay Group - Creative Styling 2. Public Group - Anime Cosplay
Online Registration	https://bit.ly/3SXTm1G
Prize	Champion (1 winner per category): • 1 x Hong Kong Airlines Economy Class Round-Trip Ticket to Taipei • Feather & Bone Gift Hamper (Valued at HK\$1,000) • 2 x Ngong Ping 360 Round-trip Cable Car (Crystal Cabin) Adult Tickets 1st Runner-Up (1 winner per category): • One Night Stay at Auberge Discovery Bay Hong Kong Ocean View Room with Breakfast Buffet for 2 persons (applicable from Monday to Thursday only) (Value: HK\$2,500) • 2 x Ngong Ping 360 Round-trip Cable Car (Crystal Cabin) Adult Tickets 2nd Runner-Up (1 winner per category): • HK\$1,000 Discovery Bay Voucher • 2 x Ngong Ping 360 Round-trip Cable Car (Crystal Cabin) Adult Tickets
Bark & Bounce Market	
Date	31 October & 1 November 2026 (Sat & Sun)
Time	11:00 – 21:00 (31 October) 11:00 – 18:00 (1 November)
Venue	DB North Plaza

Howl Pawfect Walk	
Date	31 October 2026 (Sat)
Time	10:00 – 18:00
Venue	DB North
Details	Event details will be announced soon
Pawsome Party @ Garden Toscana	
Date	31 October 2026 (Sat)
Time	11:00 – 20:00
Venue	Garden Toscana
Discovery Bay Halloween Social Media Giveaway Game	
Date	10 October - 1 November 2026
Details	Simply follow @VisitDiscoveryBay on Instagram and leave a comment on the designated post as instructed for a chance to win two adult tickets to the Ngong Ping 360 Cable Car (Crystal Cabin)

* Terms and conditions apply. The programmes are subject to change without prior notice.

For more information on Discovery Bay and promotion details:

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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

Situated in the northeast of Lantau Island, Discovery Bay is Hong Kong's ultimate resort-style coastal getaway, spanning approximately 650 hectares with a serene backdrop of mountains and sea.

Discovery Bay boasts sophisticated urban planning and a variety of leisure facilities, including four major premium clubs: Discovery Bay Golf Club, Lantau Yacht Club, Club Siena, and Discovery Bay Recreation Club. It also features the seafront al fresco dining destination D'Deck, DB Plaza, and DB North Plaza, bringing together over 50 restaurants and shops to offer a diverse range of shopping and dining choices. Prominent landmarks such as the Auberge Discovery Bay Hong Kong, the Pavilion, and DB Ice Rink further enhance the resort living style for residents. The Multi-Recreation Centre named — DB Sports Club set to debut in 2027, will further elevate the resort-style living experience for residents.

As Hong Kong's pioneering "Eco-friendly Town", Discovery Bay features two-thirds of its expanse dedicated to green spaces, allowing waterfront living unfolds at its own pace. It includes a 400-metre-long Tai Pak Beach, reservoir, hiking and jogging trails, and mangrove, providing a pleasant and liveable community. Discovery Bay also features DBee Oasis, a new conservation area providing an ideal habitat for bees and other pollinators, reinforcing the sustainable development of the urban ecosystem.

Discovery Bay offers a diverse range of educational facilities, featuring secondary, primary, and kindergartens, such as the ESF Discovery College, Discovery Bay International School, and S.K.H. Wei Lun Primary School.

Discovery Bay is served by a comprehensive transport network. This includes ferry services from DB Pier and DB North to Central, as well as bus services to the Hong Kong International Airport, the Hong Kong-Zhuhai-Macao Bridge Hong Kong Port, Tung Chung MTR Station and Sunny Bay MTR Station. Both urban and Lantau taxis can access DB North. Government approval has been granted for DB Times Square, the first transport interchange complex planned for DB North, offering over 160 parking spaces. Discovery Bay is also served by KMB's pet bus, providing a convenient alternative for residents and visitors alike.

As a one-of-a-kind resort-style residential community, Discovery Bay offers a diverse array of waterfront experiences for couples, friends, and families throughout the year. From festive celebrations and outdoor land and sea sports to international culinary delights, Discovery Bay truly epitomises a vibrant and unparalleled lifestyle destination.