



Press Release
Immediate release

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Discovery Bay Beach Egg Hunt cum Carnival 2025 Sets Record-Breaking Participation

A Family Mega Event Attracts 4,500 Families and Boosts Local Spending

Presented by **HKR International Limited** (“HKRI” or the “The Group”) and CITIC Pacific Properties, the annual flagship event “Discovery Bay Easter Egg Hunt on the Beach” has once again captured the city’s attention with its impressive public registration. This year, the event has reached new heights, shattering records with a remarkable increase in registrations — a growth of over 10% compared to last year, and over 20% compared to pre-pandemic levels. Celebrating its 18th anniversary, the event steps up its scale to include more quotas and a series of new fun activities and exclusive offers, aligning with the Government’s “Tourism is everywhere in Hong Kong” advocate, boosting local businesses with festive opportunities and fueling the spirit of local consumption.

Ms. Charlotte Ho, General Manager of Branding and Marketing at Hong Kong Resort Limited, said, “We sincerely thank everyone for their ongoing support of the ‘Discovery Bay Easter Egg Hunt on the Beach’. In response to overwhelming demand, we have introduced additional quotas this year. Priority registration of for Discovery Bay residents filled up in no time, and only a limited number of spots remain available for public registration. This year’s record-breaking participation is set to welcome over 4,500 families, significantly boosting traffic to Discovery Bay’s dining, retail and hospitality establishments. Tenants are projected to experience a remarkable 20% growth in overall revenue compared to last year. Discovery Bay will continue to innovate and organise engaging activities, offering a variety of new experiences and marketing campaigns, benefiting residents, tenants, and visitors alike.”

The “Discovery Bay Easter Egg Hunt on the Beach” will take place on 18 and 19 April (Friday and Saturday), inviting children aged 3 to 10 to discover the hidden treasures on Tai Pak Beach, where colorful eggs and delightful surprises await around every corner. Don’t miss out on this egg-stravaganza and win fantastic prizes! The event has prepared over 45,000 exquisite prizes and special awards, with a total value exceeding HK\$1 million. In addition to the thrilling egg hunt, the mega event will feature a series of new adventures and exciting collaborations, creating unforgettable Easter memories for children:

- **DB Plaza Inflatable Funland:** Dive into a world of colourful inflatable Easter egg installations and game booths. Children with an Egg Hunt Pass or Egg Hunt Combo Pass can enjoy free access to the DB Plaza Inflatable Funland on the same day, where they can unleash their energy in a safe and fun-filled environment.
- **Discovery Bay Easter Adventure Online Game by TeamUnlock+:** In collaboration with “TeamUnlock+”, Hong Kong’s exclusive puzzle game platform, the event will introduce an exciting online Easter city puzzle adventure for the very first time. Team up with your family, solve the puzzle and win epic prizes!

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- **Easter Egg Hunt Room Package:** Auberge Discovery Bay Hong Kong is offering a special “Easter Beach Egg Hunt Staycation Package”, which includes an “Egg Hunt Combo Pass”. It’s the perfect choice for families to have a relaxing Easter holiday.
- **Colouring Contest for Kids:** New this year, all kindergarten and primary school students in Hong Kong and Macau are invited to join the “Discovery Bay Easter Egg Hunt on the Beach cum Carnival 2025 Colouring Contest”. Unleash the children’s artistic talent and creativity – win amazing prizes and the opportunity to participate in the “Discovery Bay Beach Egg Hunt & Carnival”.
- **DB Ice Rink Easter Limited Snow Wonderland:** From 18-19 April, DB Ice Rink will host the Easter limited Snow Wonderland experience offering a magical Easter-themed skating adventure. Grab the chance to EGGSPLORE and win public skating session vouchers!

There are only a very limited number of spots left for the aged 7–10 group. Register now to avoid missing out.

For high resolution photos, please click:

<https://drive.google.com/drive/folders/1YSdnM07fjIYIGXev6Vi6ZHMwAon9BePx?usp=sharing>

About HKR International Limited

HKR International Limited has diversified interests in real estate development and investment, property management, luxury hotels and serviced apartments, and other investments in Hong Kong, mainland China and across Asia.

The Company’s diverse portfolio includes Discovery Bay and CDW Building in Hong Kong, HKRI Taikoo Hui in Shanghai, and a number of premium residential properties under development in Shanghai, Jiaxing and Hangzhou. HKRI has been listed on The Stock Exchange of Hong Kong since 1989, under the Stock Code of 00480.

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Ends

This press release is issued by HKR International Limited. For media enquiries, please contact Beatrice Lee at 2238-1069 or beatrice.lee@hkri.com.

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