

新聞稿

Press Release

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“Come and Enjoy a ‘Pandastic’ MTR Ride” Bringing Pandas Everywhere to Supercharge the City-wide Panda Mania

As a “pandastic” craze sweeps across Hong Kong, the MTR is honoured to partner with the Culture, Sports and Tourism Bureau, Hong Kong Tourism Board and Ocean Park Hong Kong to promote the giant panda campaign. From this month until February next year, a series of “Come and Enjoy a ‘Pandastic’ MTR Ride” promotions and events will be launched, including a giant panda-themed station, thematic trains and photo spots across 10 stations. “T Chai” will also crossover with giant pandas to make appearances in stations, sharing the joy and cuteness of the giant pandas with the public.

As one of the major public transportation services in Hong Kong, the MTR carries over five million passenger journeys every day. By leveraging the vast railway network as well as MTR’s online and offline media channels, the MTR brings the presence of giant pandas everywhere, contributing to the city-wide panda promotion by seamlessly connecting the “pandastic” mania with the community.

Giant Pandas @MTR Stations

As the home of the giant pandas in Hong Kong, the Ocean Park is undoubtedly the focal point for panda fans. From today until mid-February, the South Island Line’s Ocean Park Station will be revamped into a giant panda-themed station. Adorned with panda decorations, the station will bring Hong Kong’s six adorable pandas – Ying Ying, Le Le, An An, Ke Ke and the twin cubs “Elder Sister” and “Little Brother” to each and every corner of the station – from the Customer Service Centre, the concourse and platform, to the stairs and walls, and more.

MTR mascot “T Chai” will also crossover with giant pandas, donning a brand-new panda costume to make a vibrant appearance on decorations in the station. Meanwhile, to welcome visitors to the giant panda thematic station, staff in MTR stations along South Island Line, as well as Lo Wu Station, Lok Ma Chau Station, stations along the Airport Express and High Speed Rail Hong Kong West Kowloon Station will also be attaching panda accessories onto their uniforms, taking Hong Kong citizens and visitors from across the globe along on a fun-filled train ride.

The six lovable giant pandas will also make their way into MTR’s “super interchange station”, Admiralty, greeting passengers at the platform; LED pillars in the area will also be playing adorable 3D animations featuring a giant panda greeting passengers by waving its arms. Moreover, photo spots will be set up in 10 high-traffic MTR stations, with a uniquely styled giant panda representing key features of the local neighbourhood in each station*, allowing passengers to capture special memories by snapping a picture in every spot.

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Giant Panda Themed Trains

Two giant panda-themed trains running on the South Island Line and a thematic Airport Express train will also make their debut starting from today (19 December 2024). The train cabins will be filled with the presence of giant pandas, which will be taking MTR rides together with passengers, as well as greeting passengers at the train door. While taking the MTR, passengers can immerse themselves in a “pandastic” experience with the giant pandas.

Meanwhile, a panda-themed High Speed Rail train will embark on a journey in January 2025. Passengers may have the opportunity to board the thematic train while taking High Speed Rail from Hong Kong West Kowloon Station to Shenzhen or Guangzhou. Please stay tuned for further announcements on the details.

Other Giant Panda Promotions

As the festive season approaches, MTR has adorned various stations with “T Chai” and panda-themed holiday decorations. MTR mascots “T Chai”, “K T Chai” and “Captain Go” will also make surprise appearances across stations to distribute gifts infused with giant panda elements to passengers and share the joy of the holiday season.

Ms Jeny Yeung, Managing Director – Hong Kong Transport Services of MTR Corporation said, “With the excitement for giant pandas taking over Hong Kong in the past few months, MTR is happy to fully support relevant promotional activities to accelerate the panda economy. In addition to the strategic partnership with the Culture, Sports and Tourism Bureau, Hong Kong Tourism Board and Ocean Park Hong Kong to launch giant panda-themed trains and a series of promotional campaigns, MTR has also transformed Ocean Park Station into a giant panda thematic station, bringing our colleagues and MTR mascots together to create a cheerful ambience, allowing passengers to feel the charm of giant pandas along their journey. I hope this encourages local passengers and tourists to travel around and brings joy and vibrancy to our city.”

In celebration of the official launch of the “Come and Enjoy a ‘Pandastic’ MTR Ride” campaign, a kick-off event was held in Ocean Park Station today with the presence and support of various guests including Mrs Angelina Cheung, Commissioner for Tourism, Mr Dane Cheng, Executive Director of the Hong Kong Tourism Board and Mr Ivan Wong, Chief Executive of Ocean Park Hong Kong. For more details about the “Come and Enjoy a ‘Pandastic’ MTR Ride” campaign, please visit the MTR giant panda thematic website:

<https://www.mtr.com.hk/en/customer/main/pandas-along-mtr.html>

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*The 10 stations include Admiralty, Wan Chai, Causeway Bay, Central, Ocean Park, Tung Chung, Sham Shui Po, Hong Kong, Tsim Sha Tsui and Tsim Sha Tsui East.

About MTR Corporation

To Keep Cities Moving, MTR makes encounters happen and rendezvous for a more connected tomorrow. As a recognised world-class operator of sustainable rail transport services, we are a leader in safety, reliability, customer service and efficiency.

MTR has extensive end-to-end railway expertise with 45 years of railway projects experience from design to planning and construction through to commissioning, maintenance and operations. Going beyond railway delivery and operation, MTR also creates and manages dynamic communities around its network through seamless integration of rail, commercial and property development.

With more than 50,000 dedicated staff*, MTR carries over 10 million passenger journeys worldwide every weekday in Hong Kong, Mainland China, Australia, the United Kingdom and Sweden. Together, we Go Smart and Go Beyond.

For more information about MTR Corporation, please visit www.mtr.com.hk

*includes our subsidiaries, associates and joint ventures in Hong Kong and worldwide

Photo Captions:

1. MTR hosted the “Come and Enjoy a ‘Pandastic’ Ride” kick-off event in Ocean Park Station today (19 December 2024). Ms Jeny Yeung, Managing Director – Hong Kong Transport Services (second left), Mrs Angelina Cheung, Commissioner for Tourism (second right), Mr Dane Cheng, Executive Director of the Hong Kong Tourism Board (first right) and Mr Ivan Wong, Chief Executive of Ocean Park Hong Kong (first left) officiated at the event.



- From 18 December to mid-February, the MTR Ocean Park Station is transformed into a giant panda thematic station, bringing the adorable presence of Ocean Park's six pandas – Ying Ying, Le Le, An An, Ke Ke and baby pandas “Elder Sister” and “Little Brother” to different corners of the station, from the Customer Service Centre to the concourse and platform, the stairs and walls, and more.



3. Two giant panda thematic trains running on the South Island Line and a thematic Airport Express train will make their debut starting from today (19 December 2024) to take passengers along for a journey to visit the giant pandas.







4. The giant pandas will also make their way into MTR's "super interchange station", Admiralty, as the platform is adorned with a giant panda installation; LED pillars in the area will also be playing adorable 3D animations featuring giant pandas greeting passengers.



5. Thematic giant panda decorations infused with local features can be found in 10 MTR stations, filling passengers' journeys with pleasant surprises.

