

新聞稿

Press Release

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MTR Launches “Year of the Snake” Ticket Set Spreading Blessings Throughout the Community

With the Year of the Snake on the horizon, MTR Corporation is launching the “Year of the Snake” ticket set to celebrate the festive season with passengers. The ticket set will be on sale from 12 January 2025¹. Passengers using the tickets can enjoy unlimited rides on MTR domestic journeys², Light Rail, MTR Bus and MTR Feeder Bus on the first day of the Lunar New Year (29 January 2025) to celebrate the festive season of the Year of the Snake with their relatives and friends, as well as explore attractions across Hong Kong.

The “Year of the Snake” ticket set features two fascinating designs with auspicious colours of red and gold, combining Chinese calligraphy and a classic local comic series to showcase the lively and energetic spirit of the golden snake. Following the collaboration last year on the MTR 45th Anniversary Themed Train, MTR has teamed up with renowned local comic artist Mr Li Chi-tak again to design one of the tickets, reinterpreting the classic local comic character My Boy created by cartoonist Mr Wong Sze-ma in the 1970s-80s. The design depicts a playful interaction between the comic’s endearing character and a golden snake, wishing passengers an energetic and vibrant Year of the Snake.

The other ticket design features Chinese calligraphic art by former MTR architect Mr Abe Au, whose Chinese calligraphy has been featured in MTR stations since 1985. His artworks have accompanied passengers during journeys and have been widely appreciated by Hong Kong citizens and travellers over the years. The ticket design showcases the Chinese character for “snake” through Mr Au’s vigorous brushstrokes. Together with the golden snake illustration by Mr Li, the two tickets express wishes for good fortune in the Year of the Snake.

In addition to the two beautifully designed tickets, the “Year of the Snake” ticket set also comes with eight red packets with the Lunar New Year greeting “peace and good fortune” in Chinese and printed with an adorable My Boy illustration to share Lunar New Year good wishes to family and friends.

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Ms Jeny Yeung, Managing Director - Hong Kong Transport Services of MTR Corporation said, "The Chinese zodiac tickets launched by MTR Corporation have always been well-received by the citizens of Hong Kong since 1986, bringing them warm-hearted blessings during the festive season. This year, the 'Year of the Snake' ticket set is the 40th set of Chinese zodiac tickets and the fourth set of Year of the Snake tickets we have launched. The design incorporates elements of Chinese calligraphy and classic local illustrations, capturing the atmosphere of jubilation and excitement of the golden snake celebrating the New Year, as well as witnessing the togetherness and development of the MTR railway network and the people of Hong Kong while preserving local culture. We wish everyone in Hong Kong prosperity and good fortune in the Year of the Snake."

Priced at HK\$120, the "Year of the Snake" ticket set comprises two unique ticket designs, a ticket holder and eight red packets. It will be available for sale from 12 January to 29 January 2025 at MTR e-Store (online and physical stores at Admiralty Station and Hong Kong West Kowloon Station) and Customer Service Centres³ (unpaid area). Passengers using the tickets will enjoy unlimited rides on MTR domestic journeys², Light Rail, MTR Bus and MTR Feeder Bus on 29 January 2025, the first day of the Lunar New Year. Customers can retain the tickets after use as a souvenir.

From 12 January to 29 January 2025, MTR Mobile Registered Users who make their online purchases through MTR Mobile or the MTR e-Store after logging in can enjoy exclusive privileges and convenience. These exclusive privileges include an exclusive price of HK\$108 (Original Price: HK\$120) for the ticket set and earning MTR Points when ordering the products, and the MTR Points can also be converted to cash for payment. For more information and to make a purchase, users can log in to their MTR Mobile accounts or visit www.mtr.com.hk/estore.

Remarks:

¹ Ticket sets will be available for sale from 12 January 2025 from the start of train service, while stocks last. Tickets sold are non-refundable and non-transferable. For the arrangements for online ticket sales, collection, and other related matters, please refer to the MTR e-Store.

² Each ticket is valid for unlimited domestic journeys on the MTR, Light Rail, MTR Bus and MTR Feeder Bus on the first day of the Year of the Snake on 29 January 2025 during operating hours (except Airport Express, East Rail Line First Class, High Speed Rail, journeys to or from Lo Wu, Lok Ma Chau and Racecourse stations). If tickets are used to travel to Lo Wu or Lok Ma Chau, the holder is liable to pay the full single journey fare between the station of entry and Lo Wu or Lok Ma Chau station. Malfunctioning tickets can be exchanged on 29 January 2025 at all MTR Customer Service Centres (except Airport Express, Hong Kong West Kowloon Station, Light Rail, Lo Wu, Lok Ma Chau, Racecourse, Hin Keng, Kai Tak, Sung Wong Toi and To Kwa Wan stations).

³ Except Airport Express, Hong Kong West Kowloon, Lo Wu, Lok Ma Chau, Racecourse, Hin Keng, Kai Tak, Sung Wong Toi and To Kwa Wan stations, Light Rail Leung King, Tin Yat and Yuen Long stops.

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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 Caption:

The "Year of the Snake" ticket set integrates Chinese calligraphy and the local classic comic My Boy. Priced at HK\$120, the ticket set includes two tickets with distinct designs, a ticket holder and eight red packets and will go on public sale on 12 January 2025. Passengers can use these tickets for unlimited domestic journeys on the MTR, Light Rail, MTR Bus and MTR Feeder Bus on the first day of the Lunar New Year (29 January 2025). Customers can retain the tickets after use as a souvenir.

