

sky100 Hong Kong Observation Deck Launches "Sky-high Seniors Citizen Offer" Inviting Senior Visitors to come for Free Visits to sky100 and Enjoy the 15% Special Discount on All Photo Services

(3 November 2021, Hong Kong) In celebration of the annual Senior Citizens' Day, sky100 Hong Kong Observation Deck (sky100) is launching the **"Sky-high Senior Citizen Offer"** from now until 30 November 2021, inviting silver-haired visitors to take advantage of the cool autumn season to travel together and **visit sky100 for FREE**, enjoy the 360-degree panoramic birds eye view of Hong Kong at an altitude of 393 meters and catch up with their good friends.

Throughout November from Monday to Friday at 10:00 a.m. to 12:00 noon, Hong Kong senior citizens aged 65 or above can enjoy free visits to sky100 simply by presenting their valid HKID card or Senior Citizen Card issued by the Social Welfare Department at sky100's Ticket Centre. On 21 November 2021, the Senior Citizens' Day, elderlies can even enjoy free admission for the whole day!

In addition to the free admission for the seniors, adults and children who accompany the elderlies can also enjoy a very special companion ticket price at only HK\$40 (up to three people, ie each can enjoy up to 80% discount¹), giving you the perfect opportunity to bring your parents or grannies to admire at the breathtaking skyline on both sides of the Victoria Harbour. You can also take part in various interactive games at the **SmarTone 5G LAB** together with the seniors, showing them the latest 5G technology applications in various industries in Hong Kong. What's more? During the promotion period, senior visitors can also enjoy a 15% discount on all photo-taking services at sky100 photo booth. Let's seize the opportunity, come to sky100 and take some great shots with the elders, creating countless fond memories with them now!



Photo 1:

In celebration of the annual Senior Citizens' Day, sky100 Hong Kong Observation Deck is launching the **"Sky-high Senior Citizen Offer"**. Throughout November from Monday to Friday at 10:00 am to 12:00 noon, **Hong Kong senior citizens aged 65 or above can enjoy free visits to sky100** simply by presenting their valid HKID card or Senior Citizen Card issued by the Social Welfare Department at sky100's Ticket Centre. On 21 November 2021, the Senior Citizens' Day, elderlies can even enjoy free admission for the whole day!

¹ Discount up to 80% is calculated based on purchasing one Adult Standard Ticket at the published price at HK\$198.



Photo 2 :

In addition to the free admission for the seniors, adults and children who accompany the elderlies can also enjoy a very special companion ticket price at only HK\$40 (up to three people, ie each can enjoy up to 80% discount), giving you the perfect opportunity to bring your parents or grannies to admire at the breath-taking skyline on both sides of the Victoria Harbour.



Photo 3 :

During the promotion period, senior visitors can also enjoy a 15% discount on all photo-taking services at sky100 photo booth.

(Special effect photo available at sky100 Photo Booth. Photo is for reference only)

Stay Vigilant with Precautionary Measures against COVID-19 to Ensure Safety of All

sky100 has been closely monitoring the development of COVID-19 and has implemented a series of precautionary measures according to the latest health and safety regulations to ensure all visitors can have a fun and worry-free experience! For more details, please visit:

<https://sky100.com.hk/en/enhanced-preventive-anti-epidemic-measures/> .

Besides, sky100 is now a certified merchant under the Anti-epidemic Hygiene Measures Certification Scheme which is launched by The Hong Kong Tourism Board (HKTb) in partnership with the Hong Kong Quality Assurance Agency (HKQAA). The scheme aims to raise awareness of epidemic prevention and provide unified guidelines on hygiene measures for various premises in Hong Kong. For more details, please visit: <https://bit.ly/3jOfw2r> .

sky100 Hong Kong Observation Deck “Sky-high Senior Citizen Offer”:

Promotion period	: From now until 30 November 2021
Opening hours of sky100	: Daily from 10:00 a.m. to 8:30 p.m. (last entry at 8:00 p.m.)
Free admission time slots for the senior citizens	: <ul style="list-style-type: none"> • Mondays to Fridays from 10:00 a.m. to 12:00 noon • Full day on 21 November 2021
Venue	: sky100 Hong Kong Observation Deck, 100/F, International Commerce Centre, Kowloon Station, Hong Kong
Hotline	: sky100 – (852) 2613 3888 (HKT 10:00 a.m. to 6:00 p.m.)

****The opening hours of sky100 are subject to change. Visitors are advised to check the details, opening hours and event timetables at sky100's official website before their visit. Terms and conditions apply; please refer to the sky100 Hong Kong Observation Deck official website.***

For details of sky100 Hong Kong Sky Observation Deck, please visit the sky100 official website (www.sky100.com.hk), Facebook page (www.facebook.com/sky100hk) and Weibo (<http://weibo.com/sky100hk>).

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About sky100 Hong Kong Observation Deck

Developed by Sun Hung Kai Properties, sky100 Hong Kong Observation Deck is located on the 100th floor of International Commerce Centre, the tallest building in Hong Kong. At 393 metres above sea level, it is the only indoor observation deck in Hong Kong offering 360-degree views of the territory and its famous Victoria Harbour. This world-class attraction is complemented by a well-connected transportation network, including the High Speed Rail Hong Kong West Kowloon Terminus, and a prestigious shopping mall. It also features Hong Kong's fastest double-deck high-speed elevators, which reach the 100th floor in just 60 seconds. sky100 Hong Kong Observation Deck introduces different facets of Hong Kong culture via various multimedia exhibits, including 5G LAB that showcases the latest applications of 5G technology in the different fields and everyday life of Hong Kong. The interactive sky100 mobile app and the "Sky-High Tech Zone" create a virtual dynamic world which allows guests to discover the beauty of Hong Kong in a brand-new perspective through Augmented Reality (AR) and Virtual Reality (VR) technology. The "Love is in the Sky" light show, presenting 3D images with unique projection technology and music offering an unprecedented visual treat against the backdrop of Victoria's Harbour's famed nightscape. Guests can savour a range of delectable treats and enjoy boundless sea views at Café 100 by The Ritz-Carlton, Hong Kong on the west side of the deck, a truly double delight of taste and visual pleasure. sky100 proudly offers visitors and their loved ones Hong Kong's most memorable sky-high experience in every season and at all times of day.

sky100 Hong Kong Observation Deck has received Travellers' Choice (formerly Certificate of Excellence "CoE") for seven consecutive years since 2014 from renowned travel website TripAdvisor in recognition of its breath-taking views and outstanding hospitality. It is also named by CNN as one of the 17 beautiful places to see in Hong Kong. sky100 is one of the eight founding members of the Hong Kong Association of Amusement Parks and Attractions, as well as the only member in Hong Kong of the World Federation of Great Towers.

This press release is issued by Joyous Communications on behalf of sky100 Hong Kong Observation Deck. For media enquiries, please contact:

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