

## 新聞稿

### Press Release

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#### **MTR Launches “Year of the Dragon” Ticket Set Infusing Energy and Blessings into the Community**

As the Year of the Dragon approaches, MTR Corporation is launching the “Year of the Dragon” ticket set to celebrate the festive season with passengers. The ticket set will be on sale from 21 January 2024<sup>1</sup>. Passengers using the ticket can enjoy unlimited rides on MTR domestic journeys<sup>2</sup>, Light Rail, MTR Bus and MTR Feeder Bus on the first day of the Lunar New Year (10 February 2024) to celebrate the festive season of the Year of the Dragon with their relatives and friends, as well as explore attractions across Hong Kong.

The ticket set features two captivating designs that combine Chinese calligraphy and modern illustration. One design showcases the Chinese character “dragon” through the brushstrokes of retired MTR architect Mr Abe Au, whose Chinese calligraphy has been featured in MTR stations since 1985, while the other presents a modern depiction of the mythical creature by local artist Mr Edward Li. Both designs incorporate auspicious colours of red and gold, expressing wishes for good health and an energetic spirit in the Year of the Dragon.

In addition to the two beautifully designed tickets, the “Year of the Dragon” ticket set also includes red packets featuring an interactive element - pulling the dragon carrying a gold ingot on the front of the red packet will reveal a “pictogram” formed by Li’s dragon illustration interchanging with Au’s calligraphic work. Furthermore, MTR Mobile users can scan the QR code on the back of the red packets to download six WhatsApp stickers inspired by the illustration and share them with friends and family as holiday greetings.

“Starting from the Year of the Tiger in 1986, the Chinese zodiac ticket series has delighted the citizens of Hong Kong, bringing them warm blessings during the festive season. This year, the design of the ‘Year of the Dragon’ ticket set incorporates elements of Chinese calligraphy and modern illustration, capturing the majestic and agile essence of the golden dragon. We hope everyone in Hong Kong will enjoy prosperity and good fortune in the Year of the Dragon!” said Ms Jeny Yeung, Managing Director - Hong Kong Transport Services of MTR Corporation.

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Priced at HK\$120, the “Year of the Dragon” ticket set comprises two tickets of different designs, a ticket holder and eight red packets. It will be available for sale from 21 January to 10 February 2024 at MTR e-Store (online and physical stores at Admiralty Station and Hong Kong West Kowloon Station) and Customer Service Centres<sup>3</sup> (unpaid area). Passengers using the ticket will enjoy unlimited rides on MTR domestic journeys<sup>2</sup>, Light Rail, MTR Bus and MTR Feeder Bus on 10 February 2024, the first day of the Lunar New Year. Customers can retain the ticket after use as a souvenir.

From 21 January to 10 February 2024, MTR Mobile Registered Users who make their purchases through MTR Mobile or the MTR e-Store after logging in can enjoy exclusive privileges and convenience:

- an exclusive price of HK\$108 (Original Price: HK\$120) for the ticket set and earn MTR Points when ordering the products
- MTR Points can also be converted to cash for payment<sup>4</sup>

For more information and to make a purchase, users can log in to their MTR Mobile accounts or visit [www.mtr.com.hk/estore](http://www.mtr.com.hk/estore).

Remarks:

- <sup>1</sup> Ticket sets will be available for sale from 21 January 2024 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.
- <sup>2</sup> 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 Dragon on 10 February 2024 during the 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 the ticket is 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 10 February 2024 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).
- <sup>3</sup> 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.
- <sup>4</sup> MTR Mobile Registered Users can earn MTR Points and enjoy discounted price by purchasing via MTR Mobile after logging in. Every 400 MTR Points can be converted to HK\$1 while each order can be settled by MTR Points up to 30% of the subtotal amount.

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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 more than 40 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 40,000 dedicated staff\*, MTR carries over 13 million passenger journeys worldwide every weekday in Hong Kong, the United Kingdom, Sweden, Australia and Mainland China. Together, we Go Smart and Go Beyond.

For more information about MTR Corporation, please visit [www.mtr.com.hk](http://www.mtr.com.hk)

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

Photo Caption:

1. The “Year of the Dragon” ticket set integrates Chinese calligraphy and modern illustration in its captivating design. 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 21 January 2024 on a first-come, first-served basis. 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 (10 February 2024). Customers can retain the ticket after use as a souvenir.



- In addition to the tickets, the “Year of the Dragon” ticket set comes with specially designed red packets that hold a collectible significance. The red packets feature an interactive element. When the dragon on the front of the red packet carrying a gold ingot is pulled, a mesmerising dragon illustration will appear and interchange with the calligraphic Chinese character “dragon” to form a “pictogram”.



- MTR Mobile users can also download six WhatsApp stickers inspired by the illustration by scanning the QR code on the back of the red packets and share them with friends and family as holiday greetings.

