

新聞稿

Press Release

PR080/22
28 December 2022

MTR Launches Festive Promotions to Celebrate the Year of the Rabbit with Passengers

MTR Corporation is pleased to offer a series of festive promotions to celebrate the Chinese New Year with passengers. In addition to rolling out the popular zodiac ticket set, the Corporation will launch a lucky draw via MTR Mobile from the coming Tuesday (3 January 2023) until the end of January to give out 388 complimentary annual passes. Moreover, the special 3.8% fare rebate launched in the middle of 2021 will be extended for another month till 31 January 2023.

“Chinese New Year Lucky Draw”

Stepping into the new year, registered MTR Mobile users are invited to try their luck to win an MTR annual pass for a whole year’s free rides! The “Chinese New Year Lucky Draw” will be held between 9:00am and 6:00pm daily from 3 to 31 January 2023. MTR Mobile users can enter the lucky draw once a day and instantly find out if they have successfully grabbed an annual pass. A total of 388 complimentary annual passes will be given out during the campaign. Please check the MTR Mobile and MTR website (www.mtr.com.hk) for further details.

“Year of the Rabbit” Ticket Set

The “Year of the Rabbit” Ticket Set for 2023 will be on sale from 1 January 2023¹ and this will be the first time the set includes the unique stylish and iconic Chinese calligraphy created by retired MTR architect Mr Abe Au. He has designed a ticket with the Chinese character for “rabbit” in his trademark style seen in the popular giant calligraphy of the Chinese names of many MTR stations. A young local artist, Ms Bonnie Pang, has also been invited to illustrate the other ticket in the set with an adorable rabbit graphic based on Mr Au’s calligraphy to wish passengers good luck and happiness in the new year.

“Mr Abe Au’s calligraphy of station names has become a distinctive artistic feature of MTR stations which are highly recognised by many passengers. The collaboration this time showcases the crossover of Chinese calligraphy and dynamic modern illustration, injecting new elements into the MTR Chinese zodiac ticket series while popularising traditional art among the public. We hope passengers have an enjoyable new year’s ride and also an uplifting, prosperous, and healthy Year of the Rabbit,” said Ms Jeny Yeung, Hong Kong Transport Services Director of MTR Corporation.

-more-

“Over the years, MTR has offered unique and attractive zodiac ticket sets for passengers. It is my pleasure to take part in the design this time. These tickets, on top of the practical train-taking function, are indeed part of a modern art collection,” said Mr Abe Au.

Priced at HK\$100, the “Year of the Rabbit” ticket set comprises two souvenir tickets, a ticket holder, and eight red packets. It will be available for sale from 1 to 22 January 2023 at various MTR and Light Rail Customer Service Centres² (unpaid area) and Tourist Services in Admiralty Station and also on MTR Mobile and MTR e-Store. This year, customers can also choose to buy the first “Year of the Rabbit Ticket Set Series NFT” of MTR Chinese zodiac ticket featuring the ticket set and other design elements. More information will be provided in the MTR Web 3 website (<https://web3.mtr.com.hk>) and Discord.

Passengers with the ticket can enjoy unlimited rides on MTR domestic journeys³, Light Rail, MTR Bus and MTR Feeder Bus on 22 January 2023, the first day of the Lunar New Year. Customers can retain the ticket after use as a souvenir.

From 1 to 22 January 2023, MTR Mobile Registered Users who make their purchases via the MTR Mobile or MTR e-Store after logging in can enjoy exclusive privileges and convenience:

- an exclusive price of HK\$90 (Original Price: HK\$100) for the two tickets, a ticket holder and eight red packets and earn MTR Points when they order the products
- converting MTR Points to cash⁴ for payment

For details and purchase, please log in to your MTR Mobile account or visit www.mtr.com.hk/estore.

Extension of special fare rebate

Last but not least, the Corporation will offer its third extension of the special 3.8% fare rebate launched in the middle of 2021 for another month till 31 January 2023 in celebration of the new year and as a token of gratitude to Hong Kong citizens for their continuous support. The rebate was originally due to end on 1 January 2023.

-End-

Remarks:

1. The “Year of the Rabbit” Ticket Set will be available for sale from 1 January 2023 from the start of train service, while stocks last. Tickets sold are non-refundable and non-transferable.
2. Except Airport Express, Hong Kong West Kowloon, Lo Wu, Lok Ma Chau and Racecourse stations.
3. 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 Rabbit on 22 January 2023 (except Airport Express, East Rail First Class, High Speed Rail, journeys to or from Lo Wu, Lok Ma Chau and Racecourse stations). Malfunctioning tickets can be exchanged on 22 January 2023 at any MTR Customer Service Centre (except Airport Express, Hong Kong West Kowloon, Light Rail, Lo Wu, Lok Ma Chau and Racecourse stations). Please refer to MTR Mobile for the latest train service information.
4. Every 400 MTR Points can be converted to HK\$1 while each order can be settled by MTR Points for up to 30% of the subtotal amount.

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.

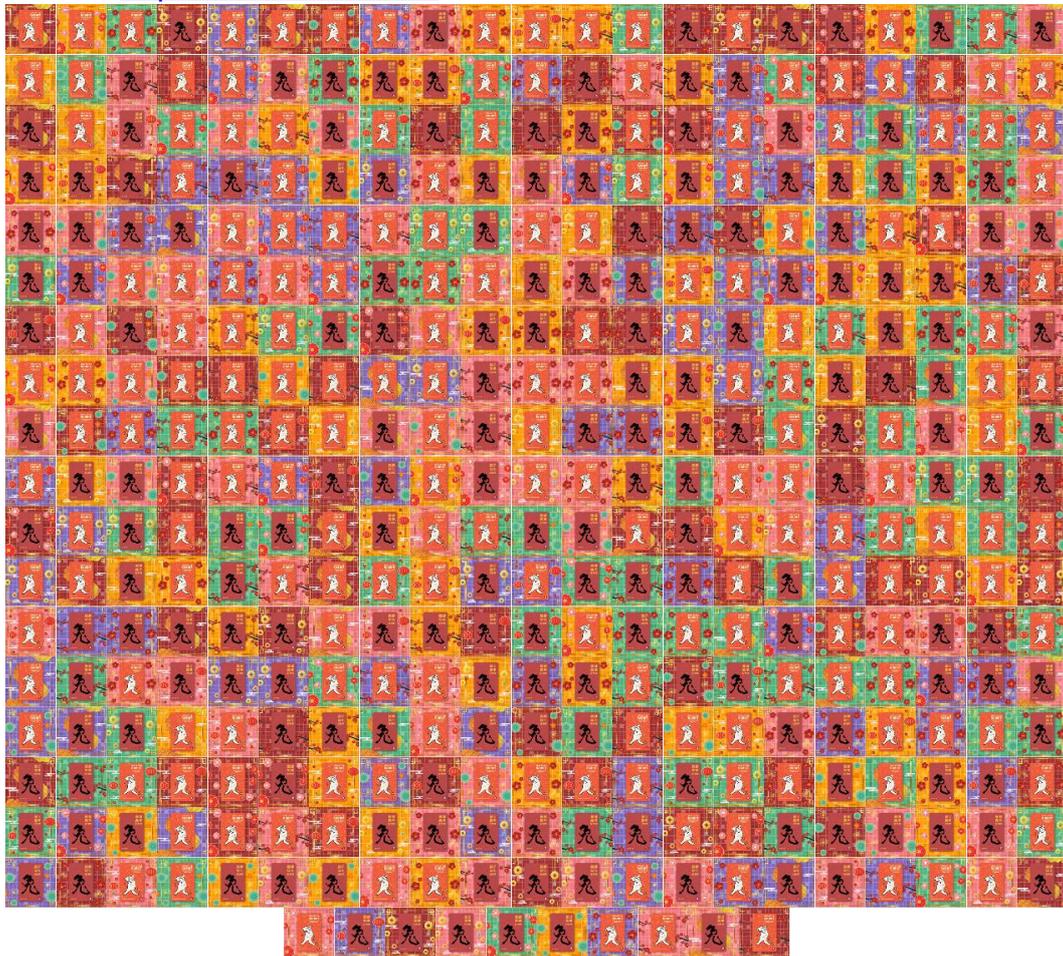
*includes our subsidiaries, associates and joint ventures in Hong Kong and worldwide

Photo Captions:

1. The Chinese character for “rabbit” represented through traditional calligraphy and a modern illustration injects rabbit-like vitality into the ticket sets, ticket holders and red packet design of the “Year of the Rabbit” Ticket Set. Priced at HK\$100, it is available for sale from 1 January 2023 while stocks last. Passengers with the tickets can have unlimited rides on MTR domestic journeys³, Light Rail, MTR Bus and MTR Feeder Bus on 22 January 2023, the first day of the Lunar New Year. Customers can retain the ticket after use as a souvenir.



2. A limited quota of 388 “Year of the Rabbit Ticket Set Series NFT”, each with a unique design featuring the ticket set and random design elements, such as new year decorations, mosaic backgrounds, and frames, will be released. More information will be provided via MTR Web 3 website (<https://web3.mtr.com.hk>) and Discord.



3. From 3 to 31 January 2023, every day from 9:00 am until 6:00 pm, registered MTR Mobile users can participate in the Chinese New Year Lucky Draw with one chance per day to win an MTR Complimentary Annual Pass. A total of 388 annual passes will be given out through the campaign.

