



Novotown sets to open on December 6 and become new landmark for leisure and entertainment in Zhuhai

Limited-time Singles' Day sale to kick off grand opening celebratory activities ahead of upcoming holiday season



Hong Kong's Lai Sun Group today announced that Novotown – its integrated tourism and entertainment complex located at the heart of Hengqin – will officially open on December 6, 2019. Set to become a new landmark in Zhuhai, just 15 minutes' drive from Macau and 90 minutes' drive from Hong Kong, Novotown brings diverse entertainment experiences to the Hengqin International Leisure and Tourism Island. Novotown will activate visitors' senses and set off their imagination, allowing them to explore and create their very own leisure and entertainment journey. In anticipation of its official launch, visitors can look forward to a series of celebration activities to share the joy of the upcoming festive season.

A new landmark integrating fresh entertainment and leisure offerings

The innovative design of Novotown is poised to make it Hengqin's most eye-catching new landmark with key architectural highlights that include the shopping mall area in a wave-like dome structure, along with the massive courtyard garden and the three towers facilitating leisure and business functions.

Novotown features a mix of entertainment attractions combining state-of-the-art technology with some of the most innovative concepts. Two key attractions, Lionsgate Entertainment World® and National Geographic Ultimate Explorer opened in July and September 2019 respectively, and have already garnered significant acclaim and market enthusiasm. Other exciting facilities and experiences, including Hyatt Regency Hengqin and many signature retail and dining outlets, will open their doors in December – transforming Novotown into a one-stop leisure experience destination for guests of all ages to play, dine and shop.

Larry Leung, Managing Director of Novotown said: “Since we began this project in 2011, we recognized the great potential that Hengqin offered. Through the tremendous efforts of the entire team, this integrated leisure and tourism project is set to open its door to guests. We look forward to offering more diverse leisure and entertainment experiences for our guests by integrating top notch technology, and further contributing to the development of Hengqin International Leisure and Tourism Island.”

Signature dining and retail facilities satisfy various demands

Ahead of its official launch, Novotown is already home to an eye-catching mix of brands, including the popular noodle shop from Taiwan, Kiki Restaurant, which is making its entry in the Guangdong province, local dessert brands Xiao Man and Considerate Pear. An array of international brands will also join Novotown, such as the legendary Japanese sports fashion establishment Onitsuka Tiger, which will debut in Zhuhai for the very first time.

In addition, Hyatt Regency Hengqin, which is developed in collaboration with Hyatt, promises to deliver an international hospitality service standard that adheres to Hyatt’s renowned brand philosophy. With a total of 493 guestrooms and suites, the hotel also offers six dining outlets which include restaurants that serve authentic Cantonese and Italian fare, and a rooftop bar. Other facilities include a spa, fitness center, outdoor and indoor swimming pools. Hyatt Regency Hengqin specially created Camp Hyatt, an edutaining zone which provides areas for kids to learn, create and interact.

A series of celebration activities starting with a Singles’ Day limited-time offer

To celebrate its grand opening, Novotown will launch a series of special offers and celebratory events from December 6 2019 to January 2020, inviting visitors to share the joy.

Novotown’s opening in December also marks the beginning of the most festive season of the year. Following its official opening on December 6, Novotown will sustain the joy with festive decorations and a series of interactive activities, including lucky draws, art displays, and lifestyle workshops.

Novotown is now calling for guests who seek for innovative experiences with a Singles’ Day flash sale. Guests can purchase the “12.6 Novotown Opening Ticket Combo” – which includes a Lionsgate Entertainment World® Standard 1-Day Ticket and a National Geographic Ultimate Explorer Hengqin Concession Ticket¹ – for only HKD140². The tickets will be valid during the opening weekend of December 6-8 or other weekends during the month, offering visitors a unique experience in the immersive environment of Lionsgate Entertainment World®, and a family adventure journey in National Geographic Ultimate Explorer. The “12.6 Novotown Opening Ticket Combo” can be purchased via designated travel agents from November 1 - 11, 2019. For more details, please refer to Novotown WeChat, Facebook and website.

¹ A Lionsgate Entertainment World® Standard 1-Day Ticket’s original price is RMB280 and a National Geographic Ultimate Explorer Hengqin Concession Ticket’s original price is RMB150. The Lionsgate Entertainment World® Standard 1-Day Ticket is valid for all guests, while the National Geographic Ultimate Explorer Hengqin Concession Ticket is valid for guests that are 1.5m or taller in height.

² Original price RMB126, all ticket prices are converted into HKD at the ratio of 1:1.1.



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NOVOTOWN



Lionsgate Entertainment World®, the first international movie-themed park in Guangdong Province



The first National Geographic Ultimate Explorer family entertainment centre in the South China region



Hyatt Regency Hengqin

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About Novotown

Novotown is a multi-phase project located in the heart of Hengqin, within a five-minute driving distance from the Hengqin Port which is adjacent to Macau. Novotown features a mix of leisure and entertainment attractions. Entertainment experiences and leisure facilities of Phase I include Lionsgate Entertainment World®, National Geographic Ultimate Explorer, a multi-purpose performance hall, wedding ceremony venue, Hyatt Regency Hotel as well as concept retail and dining, etc. Phase II will be headlined by Real Madrid World, a Ducati themed motorcycle experience centre, and ILA Hengqin with Harrow International. Detailed information can be found at its official website: www.novotown.com.cn or Facebook: @Novotownofficial.

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