

FOR IMMEDIATE RELEASE

AIA Carnival Returns to the Central Harbourfront

Celebrating Hong Kong's winter tradition with over 53 exhilarating attractions, vibrant entertainment, and the spirit of shared joy and connection



(6th from the right) Mr. Kits Wong, Director of Brand Marketing & Strategic Alliances, Customer and Marketing, AIA Hong Kong & Macau;
(6th from the left) Mr. Joshua Myers, Managing Director of Great China Entertainment Group, local artist group FAMA,
and representatives from Proud Supporting Partners celebrate the official opening of this year's AIA Carnival.

Hong Kong, 22 December 2025 — The AIA Carnival, produced by Great China Entertainment Group (GCEG) and title sponsored by AIA Hong Kong, opens its gates at the Central Harbourfront today, inviting visitors to experience the city's ultimate winter celebration with the new theme "Hong Kong Tradition". First introduced to Hong Kong in 2014, this annual cherished winter tradition returns this year with a total of 53 rides and games, including 10 exciting additions making their debut in Hong Kong, alongside exclusive plush toy collectibles and immersive themed installations, bringing fresh excitement and energy to one of Hong Kong's most cherished winter events.

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, "The AIA Carnival this year is more meaningful than ever. At a time when our city especially needs love and support, we aim to bring warmth and care while fostering genuine connections. Together with the Carnival organiser and partners, we are donating more than 50,000 tickets to charities and community groups. Visitors can also join our new Toy Donation Programme by sharing plush toys won at game booths, to children and families in need, extending the spirit of giving. Through initiatives like AIA Community Day and by inviting participants of the AIA Healthiest Schools Programme and recipients of the AIA Scholarships, we create lasting memories and deliver impact that goes beyond entertainment. The AIA Carnival encapsulates our commitment to helping everyone live Healthier, Longer, Better Lives."



Mr. Randy Bloom, Chief Executive Officer of Great China Entertainment Group, said, “Stepping into the 11th year of the AIA Carnival marks a defining moment in our mission to bring world-class entertainment to Hong Kong each winter. This 70-day celebration – our longest edition in history – showcases a series of thrilling rides, immersive installations and unique experiences under the theme “Hong Kong Tradition”. Beyond entertainment, we believe the AIA Carnival plays a vital role in bringing the community together and spreading happiness, especially during challenging times. Therefore, we have made the decision to donate all ticket admission revenue from the first two days to charity organisations in order to provide continued support to those who have been affected by the recent incident. Through this AIA Carnival, we aim to provide a platform that continues to connect people, allow them to share meaningful moments, and draw strength and hope from one another.”

Experience new thrills and family-friendly games for all ages

With the largest line-up of new rides in its history, the AIA Carnival promises a season of uninterrupted fun and entertainment for visitors of all ages. Among the eight brand-new rides, visitors can experience the Big Ben Tower – the world’s tallest mobile swing ride, soaring 80 meters into the sky, and the iconic Pirate Ship, a timeless carnival classic known for its gravity-defying appeal at festivals worldwide. The diverse ride selection spans from adrenaline-pumping thrills to family-friendly favourites such as Jumbo Flying Elephants and Train Ride, promising delight and creating shared moments for families and loved ones.

Game lovers can also challenge themselves at 27 game booths, competing for exclusive plush toys and themed collectibles, including new prizes from Zootopia 2, beloved Disney characters, sports-themed toys, and food-inspired plushies. The expanded selection features new competitive challenges like Monster Munch and Sharp Shooter, alongside popular classics such as Ring Toss, Lobster Pot, and Hook A Duck, promising fun and excitement for all ages.

The debut of The Winter World Circus

Presented by the renowned UK-based Gandeys Circus with over 40 years of touring history, The Winter World Circus arrives with a new seasonal theme and a 60-minute showcase of spectacular acts and festive performances at the AIA Carnival. This year’s programme features top international performers from Argentina, Portugal, Columbia and more. Audiences can expect high-speed spins from the Outrageous Rollerskaters, daring flips on the Spellbinding Springboard, breathtaking aerial stunts by the Sensational Skywalker, and the thrilling Motocross Sphere where riders race inside a steel globe. Not to mention the comedy favourite Cheeky Clowning, keeping everyone smiling throughout the show. The Winter World Circus features impressive stunts, captivating choreography, and a festive visual spectacle, delivering a world-class entertainment experience that creates lasting memories for the audiences.



Savour local favourites and international delicacies with expanded offerings

This year's AIA Carnival offers a feast for every palate, as the F&B Village brings together 17 F&B booths serving authentic local favourites and dynamic global cuisines in one unforgettable culinary journey. New to the line-up is Man Fung Dumplings, a heritage brand established in 1953, well-known for its traditional mochi and dumplings, debuting its exclusive Mochi Waffle and Gelato Wrap. Cheung Chau Cinema will bring the taste of the island to Central Harbourfront with iconic street food such as egg puffs and cheesy golden coin cakes.

For those with a sweet tooth, Cookie DPT introduces its signature customizable cookies, while Snack Baby, the official ice cream partner of the AIA Carnival, serves artisanal gelato in a range of creative flavours crafted from locally-sourced ingredients. Rounding out the carnival cravings are Sonny's Pizza, smash burgers from Bunz, Xiao Tai Pei's iconic pepper buns and crispy fried chicken, along with other tempting street snacks, ensuring visitors are fuelled for festive celebration.

Discover innovative brand activations and interactive installations

This year's AIA Carnival presents a diverse array of brand experiences that seamlessly blend creativity and interaction. The much-anticipated Blue Girl Dai Pai Dong makes a strong return, transforming into a vibrant hub that hosts a dynamic lineup, including popular Canto-pop Disco and specially themed DJ parties, as well as live performances by local artists. Against nostalgic Dai Pai Dong backdrops that reinterpret Hong Kong's classic food culture, visitors can indulge in the Blue Girl draught beer served fresh on tap, which offers a richly refreshing taste brewed from a blend of dark and light malts, alongside the refreshing, zero-sugar, low-calorie Blue Girl Light. Visitors can fully immerse themselves in this vibrant reinterpretation of the Dai Pai Dong culture, enjoying Blue Girl beers alongside authentic Hong Kong local delicacies and exclusive limited-edition collectibles.

Adding to the festive experience, the interactive installations and activations invite visitors to capture lasting memories with their loved ones at the AIA Carnival. adidas teams up with acclaimed local artist Dorophy Tang, offering the opportunity for visitors and families to design customised T-shirts at the adidas Made For You pop-up, and explore the exclusive panda art installations specially curated for this festive season. The Carnival will also feature a special TVB immersive photo zone featuring iconic backdrops and interactive booths inspired by popular television shows such as the recent hit drama "The Queen of News", the iconic "Super Trio Series", and the popular singing competition "Midlife, Sing & Shine!", inviting visitors to create unique TV moments with family and friends.



Blending culture and art with communal festivities at Henderson Land Community Arena

Located at the heart of the AIA Carnival and presented by Henderson Land Group in collaboration with Lee Shau Kee Foundation, the Henderson Land Community Arena will host a dynamic lineup of art, music, sports, wellness activities and community celebrations. The Henderson Land Community Arena will host performances and activations from over 400 professional and local community groups throughout the event period. Friday Night Live will champion local talent and bring the heart of Hong Kong's live music scene to the stage, alongside appearances by Lau Kwok Kin, the first Hong Kong fencer to officially qualify for the Olympic games, and the Carnival's first-ever Zumbathon led by 15 partners, alongside creative workshops covering traditional techniques including neon sign making and Chinese rainbow calligraphy. The Henderson Land Community Arena will reaffirm Henderson Land and Lee Shau Kee Foundation's enduring commitment to fostering local talent, cultural vibrancy and inclusive and community experiences in Hong Kong.

Promoting Inclusive Experiences with Upgraded "A Bus"

As part of the event, AIA Carnival is dedicated to providing inclusive experiences for all visitors. Presented and curated by the inclusive arts group Q Plus A Art Foundation (Q+A), the "A Bus" is Hong Kong's first sensory-inclusive bus designed specifically for the neurodiverse community. This upgraded "A Bus" offers a unique tranquil space, assisting visitors in achieving "noise reduction, regulation, and restart." It provides a temporary escape from the on-site hustle and bustle for those with sensory challenges, as well as any visitor seeking a moment to adjust their mind and body in the bustling environment, embodying the Carnival's commitment to diversity and inclusion.

Ticket details for online discounts and exclusive benefits

Advance online tickets are priced from \$140 for adults and \$95 for children on off-peak days, offering savings of up to \$20 compared to gate prices. Online purchasers can also enjoy a 10% discount on token bundles and faster entry via the advance ticket queue. Further information and online ticket purchases are available at AIA Carnival's [official website](#).

The AIA Carnival, presented by Great China Entertainment Group (GCEG) and with AIA Hong Kong as its Title Sponsor, is brought to life with the invaluable support of its Proud Supporting Partners. These include adidas Hong Kong, Etihad Airways, Henderson Land Group and Lee Shau Kee Foundation, Jebsen Group, Klook Travel, Lan Kwai Fong Group, Octopus Cards, Samsung Electronics Hong Kong Co. Ltd., Television Broadcasts Limited (TVB), and XPENG Hong Kong, as well as Supporting Organizations BrandHK and the Hong Kong Tourism Board.

– ENDS –

Photo Captions

Image 1



(6th from the right) Mr. Kits Wong, Director of Brand Marketing & Strategic Alliances, Customer and Marketing, AIA Hong Kong & Macau; (6th from the left) Mr. Joshua Myers, Managing Director of Great China Entertainment Group, local artist group FAMA, and representatives from Proud Supporting Partners celebrate the official opening of this year's AIA Carnival.

Image 2



(Back left) Mr. Kits Wong, Director of Brand Marketing & Strategic Alliances, Customer and Marketing, AIA Hong Kong & Macau; (Back right) Mr. Joshua Myers, Managing Director of Great China Entertainment Group, welcome charity guests at the opening ceremony of AIA Carnival.

Image 3



Local artist group FAMA interacts with guests at the AIA Carnival opening, sharing their past carnival experiences and game tips.



About the Event Organiser

Great China Entertainment Group

The Great China Entertainment Group (GCEG) is a part of Great Entertainment Group (GEG), a multi-award-winning group of companies who are experts in creating and producing exceptional live entertainment events and experiences in Asia.

GCEG specialise in delivering large-scale Carnival-style events, including the AIA Carnival in Hong Kong, The World Circus Hong Kong and the Marina Bay Carnival in Singapore. These events have cumulatively attracted millions of people, with each event having taken place over a number of months.

At the heart of these events is our community enrichment initiatives. We place inclusivity and social responsibility at the core of everything we do, through an extensive community outreach programme. In Hong Kong we have positively impacted the lives of over 2.5 million community members from multiple associations and organisations. We are very proud to have been recognised for our success through numerous regional industry awards.

About the Title Sponsor

AIA Hong Kong & Macau

AIA Group Limited established its operations in Hong Kong in 1931. To date, AIA Hong Kong and AIA Macau have over 18,000 financial planners¹, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.6 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, pension, personal lines insurance to investment-linked assurance schemes with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high-net-worth customers.

¹ As at 30 June 2025

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 June 2025)

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