

Christmas celebrations and festive night vibes at HA shopping centres (with photos)

The following is issued on behalf of the Hong Kong Housing Authority:

To celebrate the approach of Christmas and be in complement of the Government's encouragement of local consumption and night vibe activities, the Hong Kong Housing Authority (HA) has decorated its shopping centres and arranged a series of celebratory night events to enhance the shopping ambience and boost the economy.

"To celebrate Christmas and create a festive atmosphere, we have decorated a number of our shopping centres with festive decorations. At the HA's regional shopping centre, Domain, in Yau Tong, we have organised a series of festive events under the theme "Being Well Christmas", with wonderful "Being Well shopping rewards", and customers may shop and at the same time participate in the joyful performances and programmes," a spokesman for the HA said today (December 19).

At Domain, there are plenty of festive decorations under the theme of a gingerbread man family. Embellished with a giant gingerbread-baking oven, gingerbread man molds, gorgeous Christmas trees, a heart-warming Christmas coffee cup and other festive elements, the shopping centre offers shoppers and members of the public "check-in" opportunities. Also worth mentioning are the gingerbread man molds designed with augmented reality (AR) elements placed at the G/F atrium, the open plaza and the roof garden at Domain respectively, allowing shoppers together with their family and friends to interact with the gingerbread man through photo-taking with their mobile phones.

To encourage local consumption and enhance shopping patronage, there will be Christmas and Winter Market with night-time busking performances under the theme "Sing Music Night" at Domain's open plaza every Saturday, Sunday and public holiday from now to January 1, 2024. Other fantastic programmes including chill-style Christmas caroling, Santa Claus parades and a virtual reality (VR) winter skiing game booth, will also be held at Domain for the duration of the period.

In addition, Domain's special shopping rewards programme, the Being Well bonus points reward, will be launched on December 22 to January 1, 2024, to boost local spending. Customers who have completed their membership registration via the Domain Club mobile application will earn bonus points at designated periods upon spending, and may redeem selected gifts with points. Details are available on the website of Domain and the Domain Club mobile application.

As for the HA's other shopping centres, there will be magic performances, balloon twisting and snack stalls at Chun Yeung, Tin Yan, Ching Long, Yau Lai, On Kay, Choi Tak, Hoi Lai, Kwai Chung, On Tai, So Uk, Siu Hong, Shek Pai Wan, Queens Hill, Pak Tin and Pok Hong Shopping Centres as well as Shui Chuen 0 Plaza on Christmas Eve and Christmas Day. Customers can also take photos with Santa Claus in the shopping centres under the theme of "Welläf»Being Local Shopping Spree" subject to spending requirements at designated periods. For details, please refer to the posters at shopping centres. Furthermore, shoppers may redeem gifts at the 20 shopping centres (namely Hoi Lai , So Uk , Pak Tin, Ching Long, Choi Tak, On Tai, On Kay Court, Yau Lai, Shek Pai Wan, Tin Yan, Siu Hong, Hung Fuk, Lei Muk Shue, Kwai Chung, Chun Yeung, Pok Hong, Queens Hill Shopping Centre, Shek Kip Mei Estate Phase 6 Retail Facilities, Shui Chuen 0 Plaza and Ping Shek Estate) subject to spending requirements and quotas on a first-come, first-served basis from 3pm to 7pm from December 24 to 26.

The spokesman added that to encourage visits to HA shopping centres, "Local Shopping Spree" free parking subject to spending requirements is provided to shoppers at designated shopping centres (including Domain, Ching Long, Choi Tak, On Kay, Chun Yeung, Kwai Chung, Hung Fuk, Yau Lai, Queens Hill, Pok Hong Shopping Centres and Shui Chuen 0 Plaza) from December 22 to January 1, 2024. For details of free parking, please refer to the notices at the shopping centres. More special shopping reward programmes will be on the way at Domain and HA's other shopping centres.



