



PEAK TRAMWAYS COMPANY, LIMITED
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**Hong Kong's First-ever 'Mickey Keep It Real' Event Stylishly Arrives Atop
the Victoria Peak This Summer**

**Featuring 10 Magic-Cool Interactive Zones with 8-Meter-Long Giant Inflatable Mickey at
The Peak Tower**

**Explore 'Mickey Keep It Real' Pop-Up with Over A Hundred Themed Merchandise
Join the AR Scavenger Hunt to Unlock Exclusive Mickey & Friends Cards and Capture Best
Moments at Snapio Photo Booths**

**Participate in Fun-filled Stamp Hunt and The Peak Tram & The Peak Tower to Support
Children In Need Through Make-A-Wish Hong Kong**



Download high-res images: <https://bit.ly/3FQATHa>

(30 June 2025 – Hong Kong) Calling all Disney fans, family and friends this summer! The Peak Tram and The Peak Tower are thrilled to present Hong Kong's first-ever Disney **'Mickey Keep It Real'** campaign from today till 31 December 2025. Join Mickey, Minnie, Donald, Daisy, Goofy, Pluto and Chip and Dale for a magical and fun-filled journey, starting from the Peak Tram Central Terminus to Victoria Peak. Get ready to

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be amazed by one of the world's most breathtaking cityscapes and soak up the magic-cool experiences at the Victoria Peak this summer!

HK EXCLUSIVE! Disney 'Mickey Keep It Real' Campaign Makes a Stylish Debut at Victoria Peak

This summer, Disney 'Mickey Keep It Real' campaign makes a stylish debut in Hong Kong for the first time! The Peak Tram and The Peak Tower are transformed into an enchanting realm where Mickey, Minnie, Donald, Daisy and Chip and Dale are gathered. Discover 10 unique photo zones, including Donald's 'Picture-Perfect POV', Mickey & Friends' 'Dazzling Travel at Victoria Peak', 'Mickey Keep It Real' Thematic Peak Tram, Mickey 'I ♥ HK!', Mickey & Friends' 'Peak Runway', Mickey's 'VIP Chill Zone', Mickey's 'Heart-Shaped Lookout', Mickey & Minnie's 'Skyline Adventure', Donald & Daisy's 'Little Sweet Moments', and Chip and Dale's '#BetterTogether Playtime'.

Don't miss the exclusive '[Mickey Keep It Real' Pop-up](#) at The Peak Tower, featuring limited-edition themed goodies – perfect for gifts or keepsakes! This summer, visitors to The Victoria Peak are invited to experience a one-of-a-kind augmented reality (AR) scavenger hunt featuring Mickey & Friends. As you journey to Victoria Peak, keep an eye out for special appearances by Mickey & Friends at designated spots along the way! Guests can also collect exclusive magic cards and participate in an engaging stamp hunt to create their very own personalised 'Mickey & Friends' postcard. All proceeds from this activity, after deducting costs and expenses, will be donated to Make-A-Wish Hong Kong by The Peak Tram and The Peak Tower, helping to make dreams come true for children in need. To complete the experience, capture stylish memories at [Snapio's 'Mickey & Friends Thematic Photo Booth'](#) with trendy photo sessions—perfect for Disney fans of all ages.

'Mickey Keep It Real' 10 Interactive Photo Zones		Location
	<u>Donald's 'Picture-Perfect POV'</u> Donald Duck is ready to greet visitors arriving at the Peak Tram Central Terminus! He's posing in front of the striking Eye of Infinity sculpture, ready for visitors to join him for artistic photo moments. 1, 2, 3...Cheese!	Entrance of Peak Tram Central Terminus
	<u>Mickey & Friends' 'Dazzling Travel at Victoria Peak'</u> Enter a wondrous realm at the Peak Tram Central Terminus, where an enchanting immersive tunnel wraps you in wonder. Be amazed as Mickey & Friends video across the walls in stunning 360-degree projections, while synchronised lights and music create a spellbinding multimedia experience. This captivating preview sets the stage for an amazing journey to Victoria Peak!	Peak Tram Central Terminus, Immersion Video

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	<u>‘Mickey Keep It Real’ Thematic Peak Tram</u> Ready to join Mickey & Friends for a delightful Peak Tram journey to the Victoria Peak? They’ve all found whimsical ways to ride along with you, so have fun taking photos with them as you capture all the mesmerising sights on your way to the top!	The Peak Tram
	<u>Mickey “I ♥ HK!”</u> On exiting the tram, you’ll be greeted by Mickey’s gigantic hand and a cheerful inflatable ‘I Love HK’ logo. Spanning 6 metres tall, this giant hanging decoration is a must-snap spot for all visitors. The word ‘Love’ is represented by a red Mickey head—strike a cheerful pose, make a heart with your hands and say it loud: “I Love HK!”	The Peak Tower
	<u>Mickey & Friends’ ‘Peak Runway’</u> Mickey, Minnie, Donald and Daisy have dressed up in style to explore one of Hong Kong’s iconic landmarks, Victoria Peak. Behind them, Goofy and Pluto are fresh off the tram and ready to join the fun! Stop by the P2 Atrium at The Peak Tower to take photos with them as they cross the street in front of the iconic Peak Tower. Beautiful scenery and great company – there’s no better way to enjoy Hong Kong!	P2 Atrium, The Peak Tower
	<u>Mickey’s ‘VIP Chill Zone’</u> When you arrive at The Peak Tower, look up! An 8-metre-long inflatable Mickey has found the perfect spot to relax atop The Peak Tower’s West Entrance. Let’s follow his example and enjoy the sizzling sunshine and warm summer breezes. Don’t forget to snap some photos of Mickey in his charming and unique spot for relaxation!	The Peak Tower (West Entrance)

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	<u>Mickey's 'Heart-Shaped Lookout'</u> Frame your perfect moment through 2.5-metre-high Mickey's heart-shaped hands at Sky Terrace 428! With Victoria Harbour's glittering skyline as the backdrop, capturing stunning photos from dawn's first light to golden sunset.	Sky Terrace 428
	<u>Mickey & Minnie's 'Skyline Adventure'</u> Nearby, you can find Mickey and Minnie at the East Deck of Sky Terrace 428! Create heart-shaped poses with Mickey and Minnie against Hong Kong's most romantic harbour view—the perfect spot for another chapter of love story.	
	<u>Donald & Daisy's 'Little Sweet Moments'</u> Also on the terrace, you can greet Donald and Daisy for a sweet scenic moment for photo opportunities! Join arms with them to form big hearts and lasting memories!	
	<u>Chip and Dale's '#BetterTogether Playtime'</u> Chip and Dale know how to have fun wherever they go, and Sky Terrace 428 is no exception! Sit between them on the bench and share a good laugh while enjoying a stunning view of the cityscape. Don't hold back – flash your biggest smile for the camera!	

'Mickey Keep It Real' Decoration Details:

Date:	From now until 31 December 2025
Time:	10am – 10pm (Mon – Fri) ; 8am – 10pm (Sat, Sun & PHs)
Location:	Peak Tram Central Terminus, The Peak Tram, The Peak Tower, Sky Terrace 428

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Calling All Disney Fans! A Wide Array of Disney Merchandise Plus The Peak-Exclusive Collections Coming to The Peak this July!



While exploring the Victoria Peak, you should make a beeline for the **‘Mickey Keep It Real’ Pop-up** at The Peak Tower! Bring home your favorite Disney merchandise, including Hong Kong first-release and limited-edition Mickey & Friends items. Plus, mark your calendar for July when The Peak-exclusive and first-release Mickey & Friends items make their debut! Step into the pop-up store’s mansion to discover themed decorations – the perfect backdrop for capturing joyful moments!

‘Mickey Keep It Real’ Pop-up Details:

Date:	From now until 31 December 2025
Time:	12nn. – 8pm daily
Location:	Shop G04, G/F, The Peak Tower

Join the AR Scavenger Hunt and Unlock Exclusive Mickey & Friends Cards at The Peak!



Want the extra-special Peak memory? Dive into the **'Mickey Keep It Real' AR Scavenger Hunt** at Victoria Peak! Mickey and his friends are hiding throughout The Peak, waiting for adventurers like you. Explore five secret spots at the Peak Tram Central Terminus, The Peak Tower, Sky Terrace 428, and Lugard Road. Simply scan the QR codes to snap AR photos with your favorite characters and unlock exclusive digital Mickey & Friends shiny cards. Collect three cards to receive a special reward!

'Mickey Keep It Real' AR Scavenger Hunt Details:

Date:	July 2025 until 31 December 2025
Time:	10am – 10pm (Mon – Fri) ; 8am – 10pm (Sat, Sun & PHs)
Location:	The Peak Tram Central Terminus, The Peak Tower, Sky Terrace 428, and Lugard Road

Mickey & Friends Postcard Stamp Hunt: Capture Memories and Spread Joy!

Share the joy with your loved ones, near or far! Purchase an exclusive postcard and embark on a delightful journey to three designated locations around The Peak Tower to collect unique stamps to create your personalized keepsake. All proceeds, after deducting costs and expenses, will be donated to Make-A-Wish Hong Kong, spreading extra blessings and warmth to the community, especially for children with critical illnesses aged between 3 and 17.



Mickey & Friends Postcard Stamp Hunt Details:

Date:	July 2025 until 31 December 2025
Time:	10am – 10pm (Mon – Fri) ; 8am – 10pm (Sat, Sun & PHs)
Postcard Purchase Location:	Guest Services Counter, G/F, The Peak Tower
Stamping Locations:	P2/F, G/F and 1/F, The Peak Tower

Snapio's 'Mickey & Friends Thematic Photo Booth': Capture Your Trendy Moments!



Before wrapping up your adventure, visit **Snapio's 'Mickey & Friends Thematic Photo Booth'** on the first floor of The Peak Tower! Featuring exclusive 'Mickey & Friends' four-shot photo frames and trendy and chic four-shot photos, it's the perfect spot to capture unforgettable moments for Disney fans of all ages!

Snapio's 'Mickey & Friends Thematic Photo Booth' Details:

Date:	From now until 31 December 2025
Time:	10am – 10pm (Mon – Fri) ; 8am – 10pm (Sat, Sun & PHs)
Location:	1/F, The Peak Tower

This summer, join Mickey & Friends for a fun-filled and unforgettable time at Victoria Peak!

#MICKEY&FRIENDSatThePeakTower #MickeyKeepItReal #MickeyAndFriends
#VictoriaPeak #ThePeakTram #ThePeakTower

– End –

About the Peak Tram and The Peak Tower

The Peak Tram is one of the world's oldest and most famous funicular railways. Opened in May 1888, the double reversible funicular railway, as it is technically known, rises from 33m to 396m above sea level along a 1.27 km track with a gradient of between 4 to 25.7 degrees. As one of Hong Kong's most popular tourist attractions, the Peak Tram terminates at The Peak Tower shopping and entertainment complex, which has some of the world's greatest panoramic views.

The Peak Tower is one of Hong Kong's most recognisable icons and is a leading tourist destination. The Peak Tower also offers exciting signature restaurants with stunning views, as well as a number of innovative casual dining outlets. A unique festival-market-style shopping arcade and spectacular special-effects lighting, both inside and out, also serve to make The Peak Tower one of Hong Kong's most compelling leisure destinations for residents and tourists alike.

Located at 428 metres above sea level, Sky Terrace 428, the highest viewing terrace in Hong Kong offers stunning spectacular panoramic views of our vibrant city – from the stunning cityscape to the tranquillity of green landscapes, across Victoria Harbour and the South China Sea.

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About The Hongkong and Shanghai Hotels, Limited (Stock Code: 45)

Incorporated in 1866 and listed on the Hong Kong Stock Exchange, The Hongkong and Shanghai Hotels, Limited is the holding company of a group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, Europe and the United States, as well as the provision of tourism and leisure, retail and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula London, The Peninsula Paris, The Peninsula Istanbul, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Bangkok and The Peninsula Manila. The property portfolio of the group includes The Repulse Bay Complex, The Peak Tower and St. John's Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam and 21 avenue Kléber in Paris, France. The Peak Tram, Retail and Others portfolio of the group includes The Peak Tram in Hong Kong; The Quail in Carmel, California; Peninsula Clubs and Consultancy Services, Peninsula Merchandising, and Tai Pan Laundry in Hong Kong.

This press release was distributed by Boxing Promotions Ltd. on behalf of Peak Tramways Company, Limited. For media enquiries, please contact:

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