

Life-centric strategies for Ocean Park
from now to beyond

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A photograph of the Ocean Park Hong Kong entrance. The main sign 'Ocean Park' is in large, colorful letters, with 'Hong Kong' written below it. The entrance is covered by a large, white, curved roof structure. In the foreground, there are several large, colorful sculptures of stylized sea creatures, including a yellow and blue fish-like creature and a red and white creature with large eyes. The background shows a green hill under a blue sky with clouds.

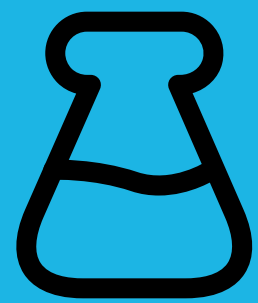
*Beyond
Ocean Park*

Introduction

Traditional theme and amusement parks were built to serve us leisure, momentary thrills, and a brief escape from reality. In today's world, ever-evolving developments and urbanization are tough to escape, driving us further away from our natural environment. On the global environmental level, conservation and wildlife protection should not be just a slogan but a life-long mission to pursue. At the local level, people are seeking a balanced and richer lifestyle.

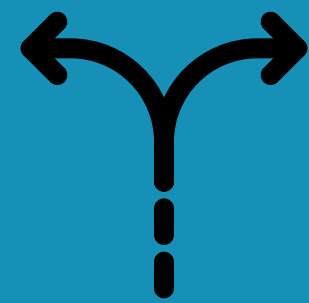
Societies' micro and macro trends constantly alter the concepts of "leisure" and "life". The major problem of the lack of land space brought many side effects to city life. Education diversity is limited, cultural space is inadequate, and working stress is suffocating. What if nature can be integrated back into our urban lives to help us cope with the modern world? Nature coexistence can be the key to achieving this.

Ocean Park wants to show the world that we don't need to escape reality to embrace life when nature is reachable and sustainable. Harmony of life, leisure, and nature is not just a fantasy with a new ecosystem for life essentials, work, entertainment, sports, art, and culture. One day, we can enjoy working from an aquarium with deep ocean views, waking up to enjoy seaside activities, drinking coffee among wildlife, being active in a land of evergreen, and our children to experience education in a revitalized environment. It may seem like a far-away future, but small steps can be taken towards biodiversity. Nature, life, leisure, reality reimaged. Ocean Park City.



Discover

- 1.1 Status Quo of Ocean Park
- 1.2 Timeline & Attendance
- 1.3 Worsening Conditions
- 1.4 The Global Theme Park Industry
- 1.5 Leisure Experiences in Hong Kong
- 1.6 Global Mega Trends
- 1.7 Key Observations (needs)
- 1.8 Past
- 1.9 Now
- 1.10 Weak Signals
- 1.11 Problem Statements
- 1.12 Discover Summary



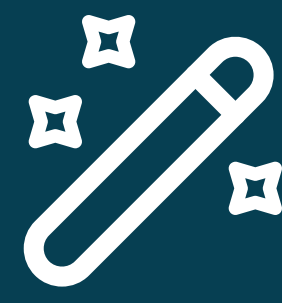
Define

- 2.1 Innovation Opportunity
- 2.2 Opportunities statement
- 2.3 Opportunities Video
- 2.4 Synthesizing Signals into Strategies
- 2.5 Innovation Startegy
- 2.6 Futures Cone
- 2.7 Absolute Futures Cone
- 2.8 Roadmap
- 2.9 The 4 Horizons
- 2.9 Blue Ocean Strategy
- 2.10 Archetypes
- 2.11 Scenario
- 2.12 Transition to Ocean Park City
- 2.13 Proposition Statement
- 2.14 Design Concept



Develop

- 3.1 overview of Ocean Park City in Isometric
- 3.2 Ticketing System and Land-use Replanning
- 3.3 Cuurent Zoning of Ocean Park
- 3.4 Replanning Ocean Park City
- 3.5 Journeys of Ocean Park City



Deliver

- 4.1 Stakeholder Ecosystem in the Future
- 4.2 Concept video of Ocean Park City Vision

Discover

Status Quo of Ocean Park

Operation

Not-for-profit organization operated by the Ocean Park Corporation

Business model

Ticketing payment system - pay for entry

Target audience

Tourists, local, families

Recent development

Hotel, hiking trail, yoga at aquarium, South Island line MTR

Land space:

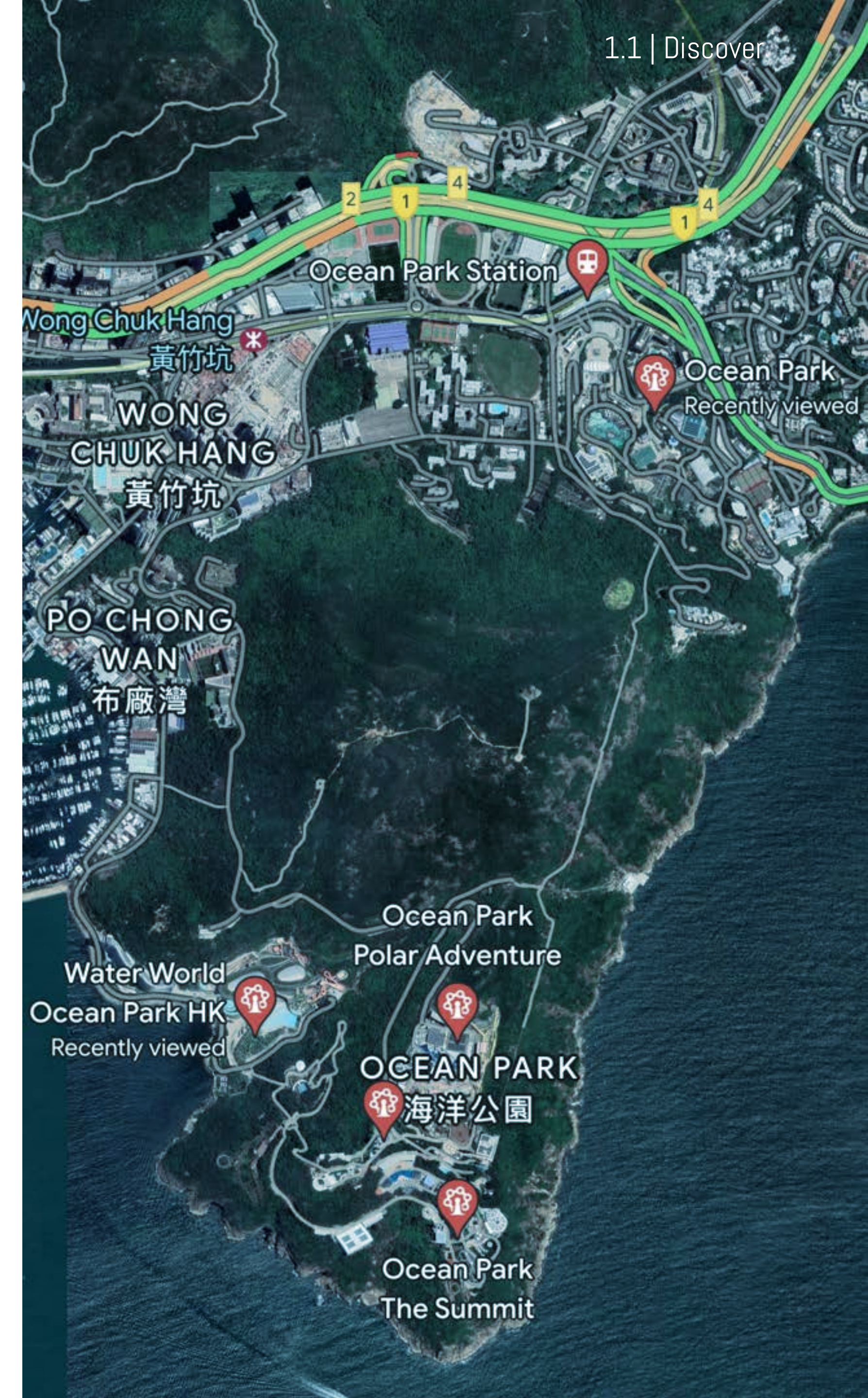
Covers more than 915,000 square metres of land

Historically & currently known for

Hong Kong's premier educational theme park, world-class animal attractions thrill rides, water park (re-established), seasonal celebrations

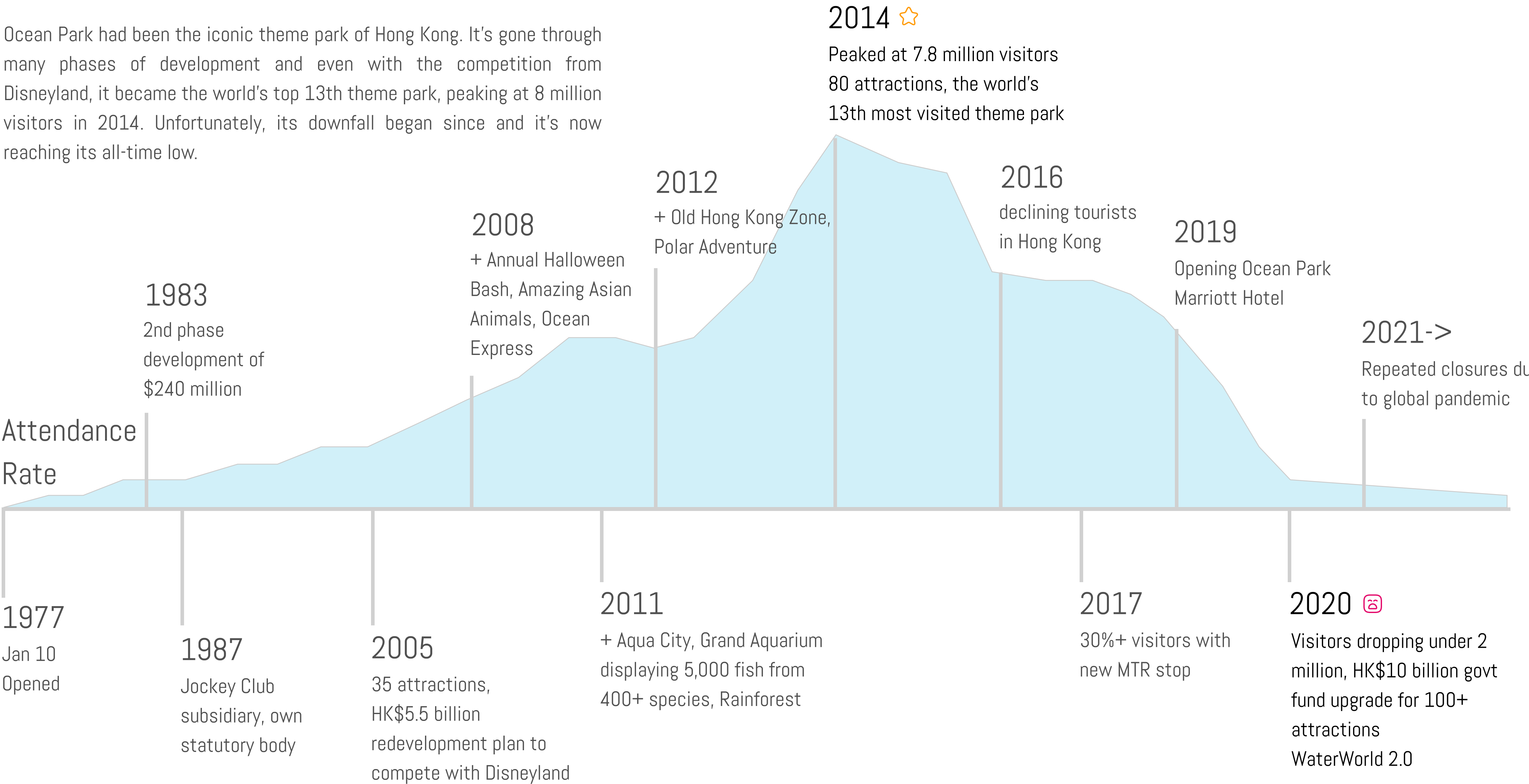
Attractions

Roller coasters, aquariums, cable cars, animal visiting, hotel, Water World, holiday-themed events, free-birthday entry



Timeline & Attendance

Ocean Park had been the iconic theme park of Hong Kong. It's gone through many phases of development and even with the competition from Disneyland, it became the world's top 13th theme park, peaking at 8 million visitors in 2014. Unfortunately, its downfall began since and it's now reaching its all-time low.



Worsening Conditions

Undergoing financial debt

Since the resignation of Allan Zeman in 2013, former CEO of Ocean Park, also the father of LKF, OP has been undergoing financial debt year by year.



OP became less creative / attractive in the thematic direction

Causing a deteriorating attendance rate

Dependence on government support

The HKSAR government is providing OP with financial arrangements including:

- a total of HK\$5.4 billion loan and to be deferred to the 2028-29
- a HK\$6.8 billion rebirth plan



Debt rolling bigger but operations remain the same

Reflecting an unsustainable business cycle in a long run

Non-recovering attendance rate

Deteriorating attendance rate due to:

- High competition within the APAC
- Less uniqueness of the park
- Social distancing and travel restrictions due to the COVID-19 pandemic



Detached from the local's lifestyle

Suffering the consequences of overdependence on tourism

A blue-tinted photograph of a roller coaster track. The track is ornate with colorful murals and decorative elements. Several roller coaster cars are visible on the track, moving along the rails. The background is a clear blue sky with some light clouds.

The Global Theme Park Industry

The Global Theme Park Industry



2019 historic peak

The industry reached an economic peak with its 2019 attendance numbers - the best performance in five decades.

↓ 67.2%

Performance

Global attraction attendance fell 67.2% in 2020.



The higher you rise...

The industry is facing the steepest annual drop in history following its strongest years.

↓ ~2bn

Further decline

The global attraction market is expected to decline to \$71.6 billion in 2022, from \$73.5 billion in 2019.

Seeking ways out...

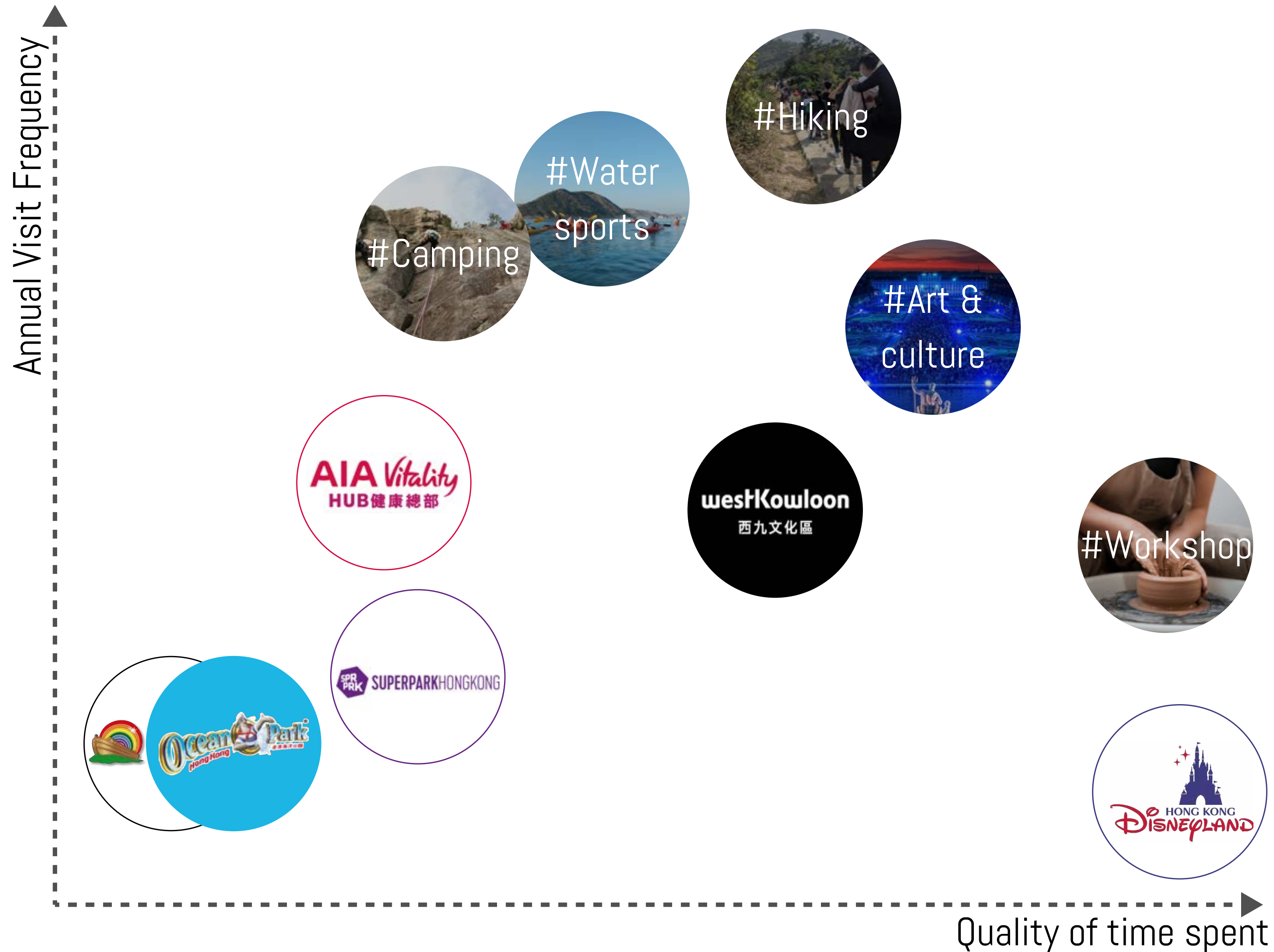
Implementing dynamic pricing? Disney reported a 3% decrease in attendance and a 10% increase in per capita spending.

Understand the behavioral change

Where are People
Spending Their Time now?



Leisure Experiences in Hong Kong



The purpose of this positioning map is twofold

1. To show varying Leisure Experiences in HK. These are alternative options and hence competitors of Ocean Park.
2. To depict the preference of leisure experiences to HKers and return rates to them.

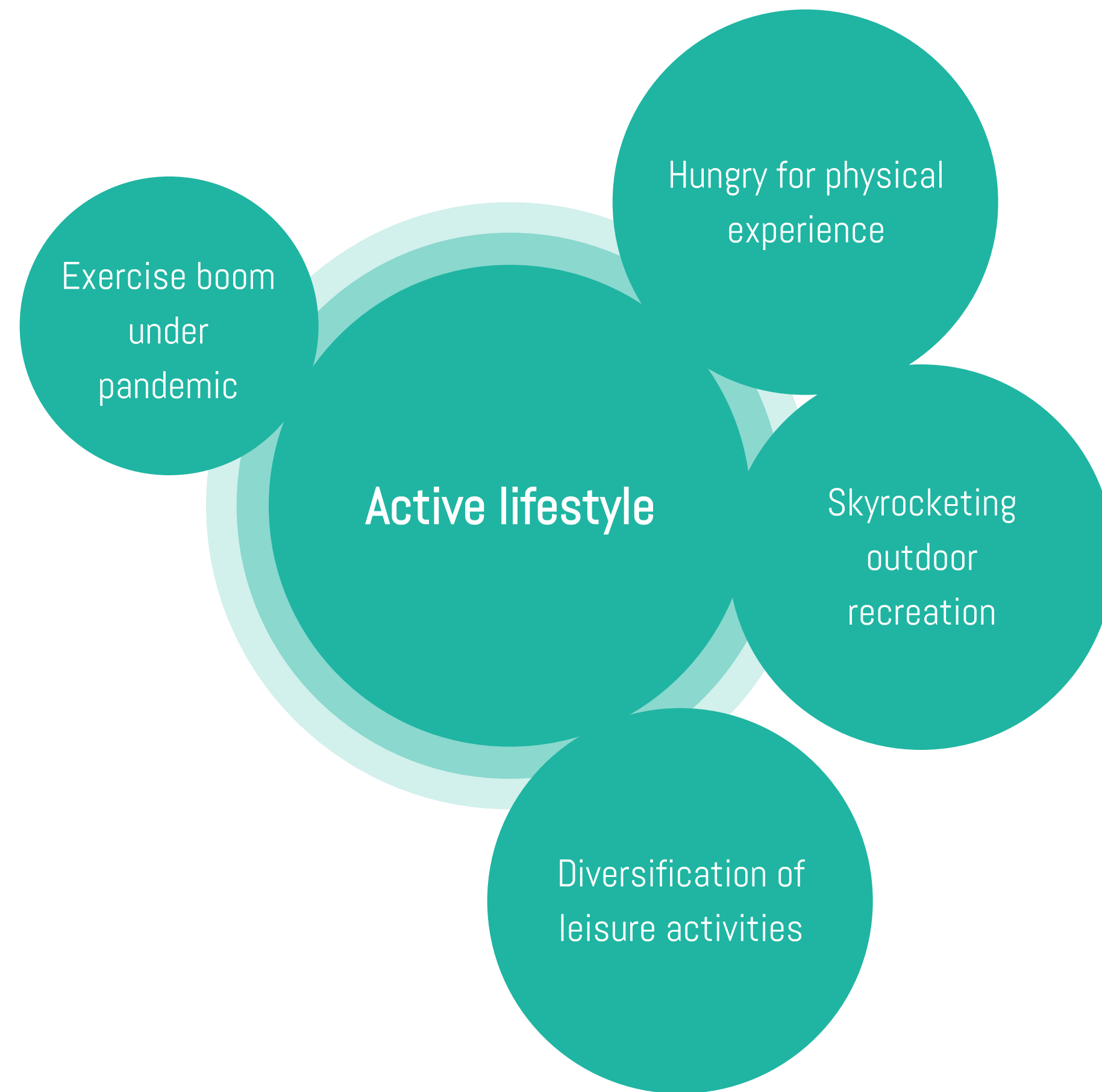
Hong Kongers are diversifying their leisure activities and opt for experiences that they're passionate about and are more fulfilling.

Understand the trends

The Bigger Picture?

Global Mega Trends

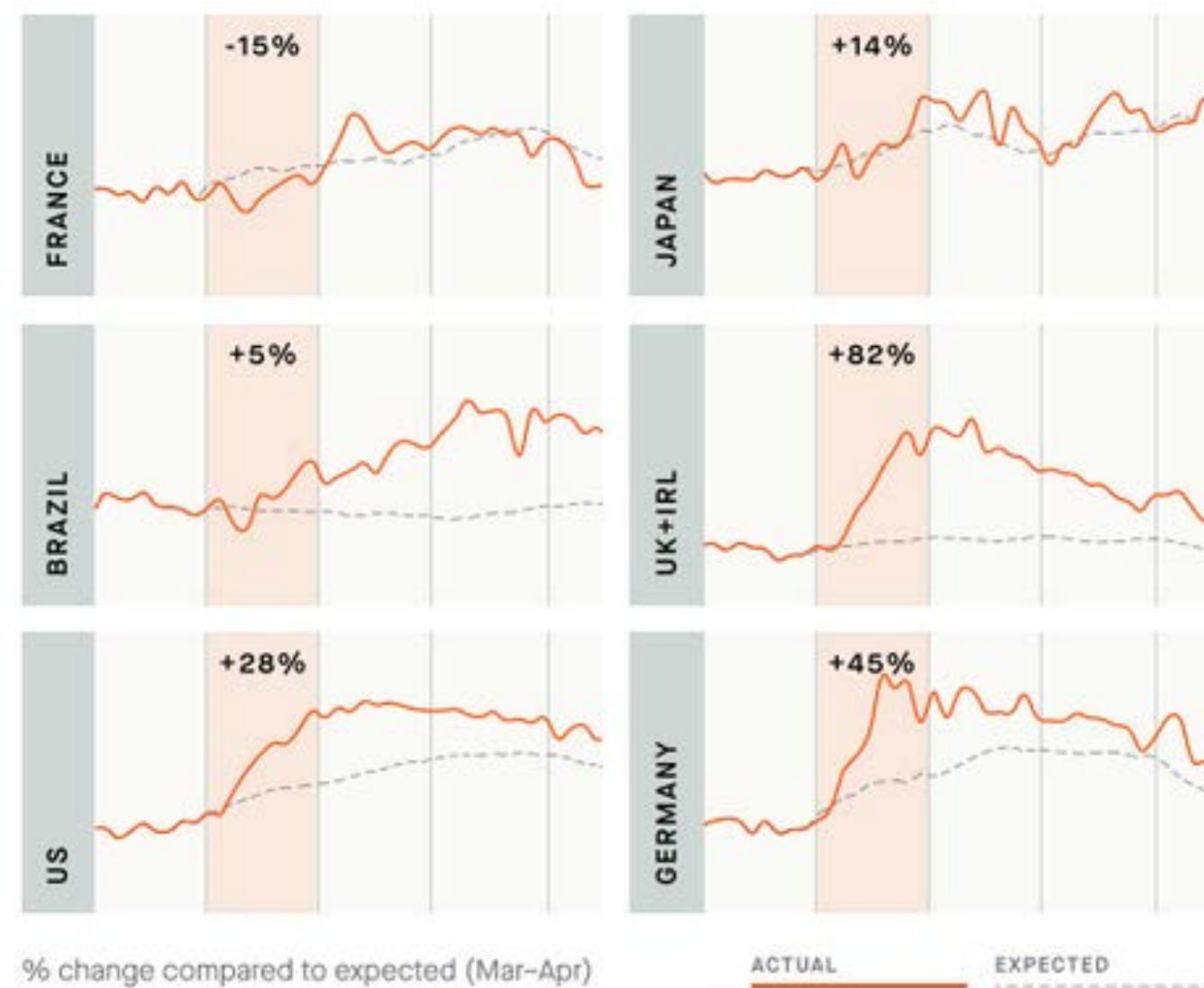
Outreaching for more leisure and experience



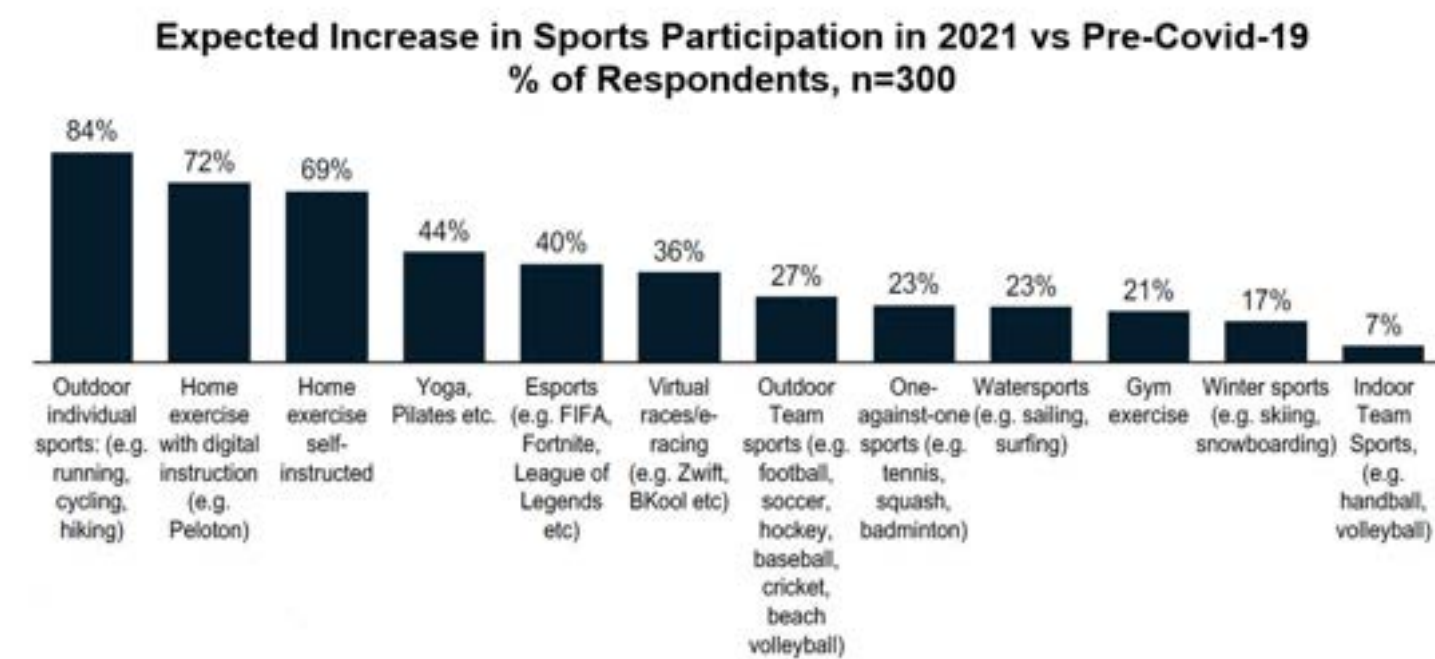
Active lifestyle

Pandemic led to an exercise boom - Strava Year in Sport data 2020

In 2020, sport tracking platform Strava gained two million new members per month, with a total of 21.5 million uploads per week, 172,000 new clubs. Over one million people joined the 5K challenge in May – the most runners ever recorded for a single event. Community members shared more than a billion activities including nearly 400 million photos. Most recorded activities are: running, cycling, hiking, water sports.

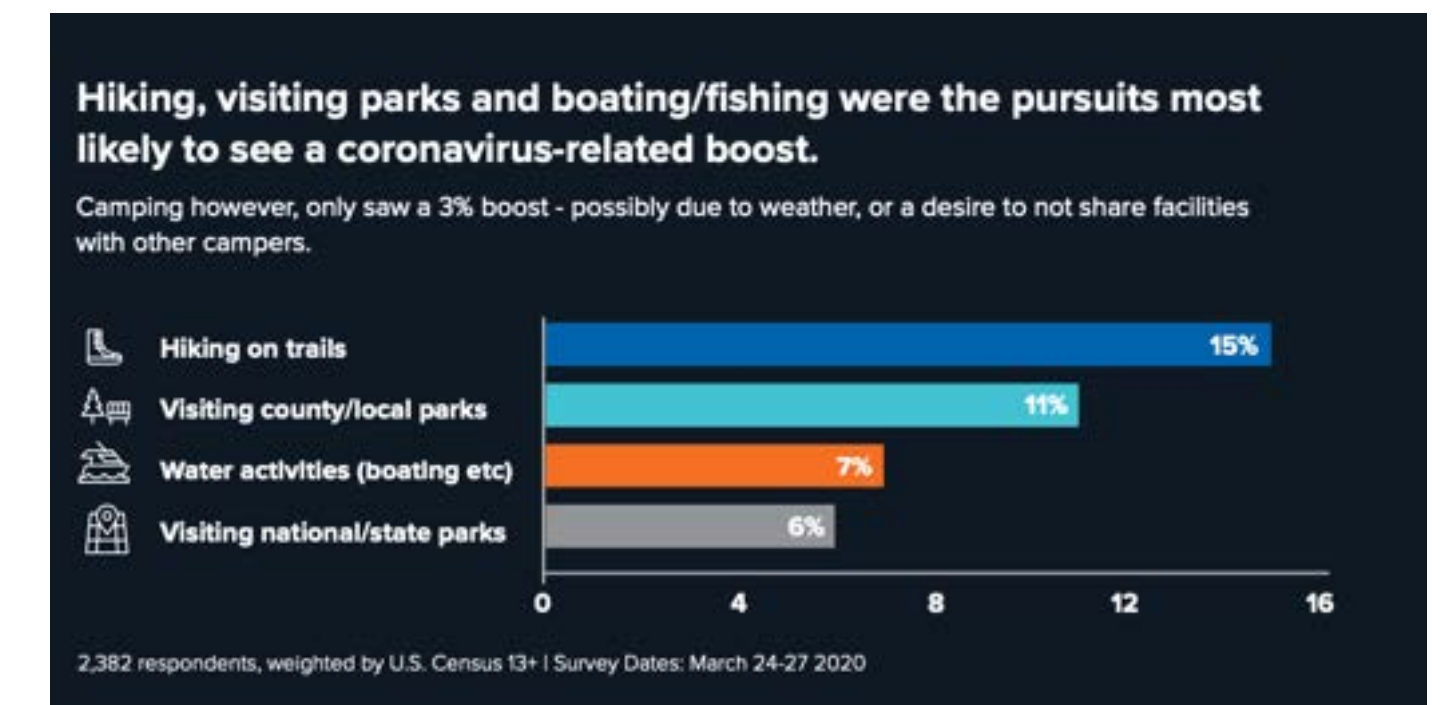


Surging sales of outdoor sports equipment and gear



7% growth of outdoor sporting goods in 2020 despite industry shrinking. “The most popular product lines now are at home fitness gear and camping and hiking equipment. These include fitness elastic bands, yoga mats, backpacks, trekking shoes, camping pillows and sleeping bags.” Matthew Lam, Head of Marketing at Decathlon Hong Kong.

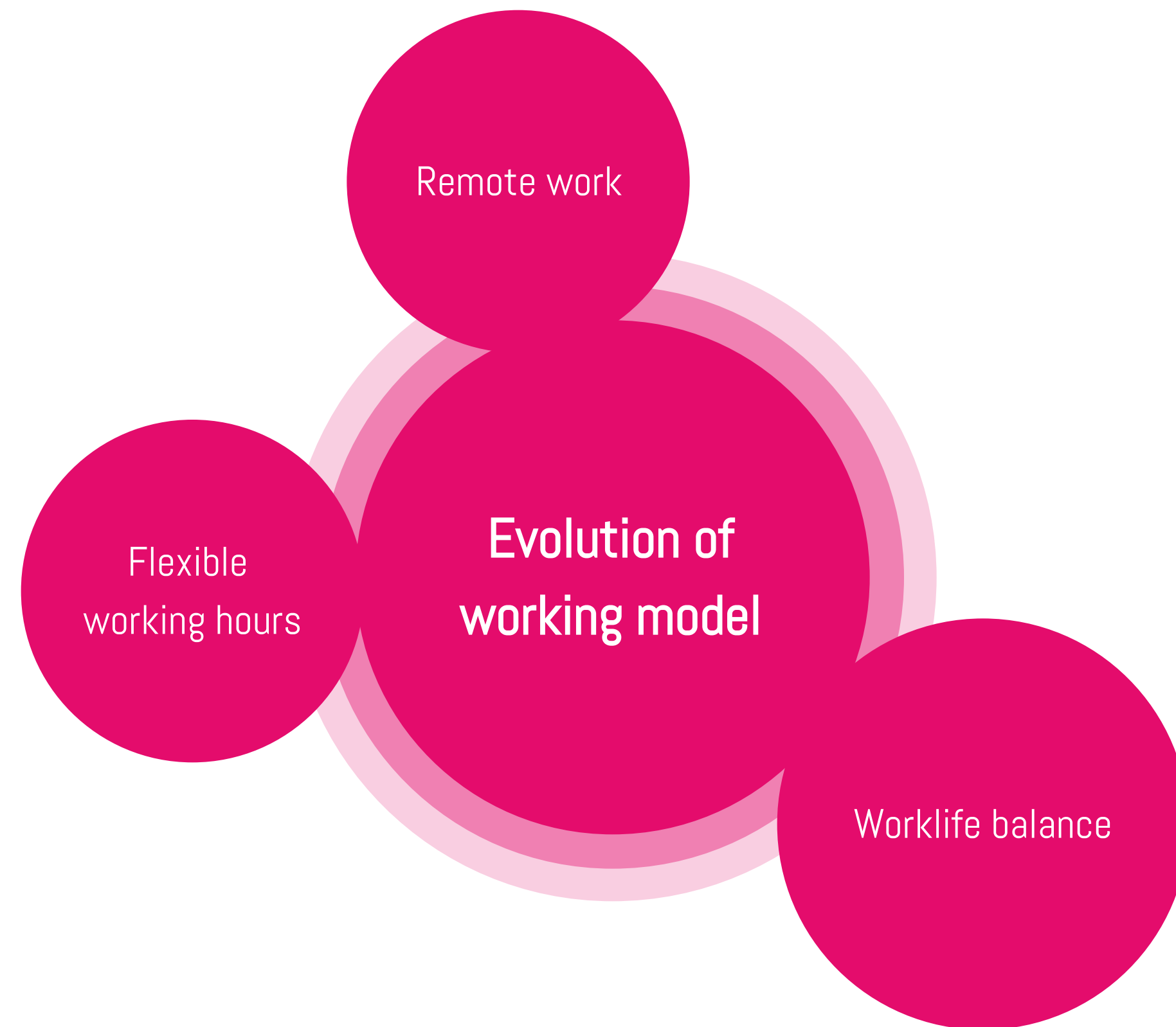
31% of public spend more time in nature during the pandemic



People are being out in nature for a longer time and more often, seeking out new places with friends and family. Participation in outdoor experiences has increased from 50% to 81% since Covid-19.

Global Mega Trends

Work+Life+Leisure, all merged in one



Evolution of working model

Blending professional and personal life

INFORMATION TECHNOLOGY | STAFF REPORTER, HONG KONG
PUBLISHED: 1 YEAR AGO | 150 VIEWS

Almost 82% Hong Kong businesses plan to keep remote working post-COVID-19

Companies are also allowing employees to use personal devices to conduct company work.

A recent survey has revealed that 67% of Hong Kong businesses are practicing remote working, and 82% of them intend to keep it that way even after the pandemic is over. Conducted by independent research agency Censuswide and commissioned by cloud-enabled security solutions provider Barracuda Networks, the study covered 1,055 business decision makers in Australia, New Zealand, Singapore, Hong Kong and India in July.

Each Individual to manage and spend time with more flexibility, discovering the concept of time well-spent.

Easier and less stressful to give a presentation online than in person.

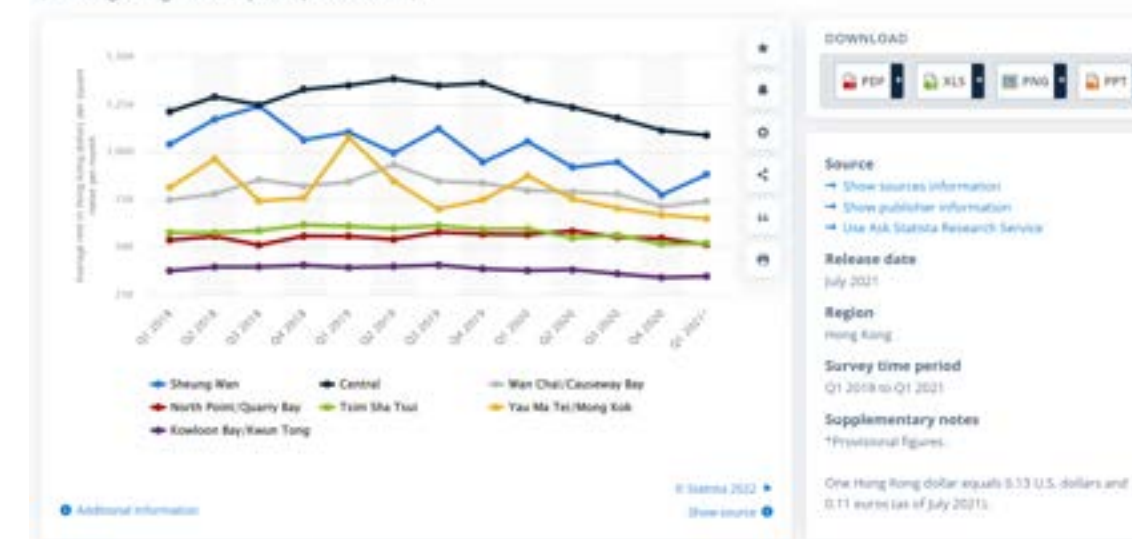
However, some individuals who live alone are experiencing social isolation and depression.

Lack of proper ergonomical workstations and prolonged sedentary postures can lead to discomfort and injuries.

Source(s): Statista, Green Queen, Proterra Investment Partners, Pitchbook
<https://www.robeco.com/hk/en/insights/2022/01/covid-shows-decarbonization-strategies-essential-for-property-companies.html>
CONSUMER TRENDS 2022 - A STATISTA TREND REPORT ON THE FUTURE OF CONSUMPTION

Businesses to reduce rental spending

Monthly average rent of grade A office space in Hong Kong from 1st quarter 2018 to 1st quarter 2021, by district
(in Hong Kong dollars per square meter)



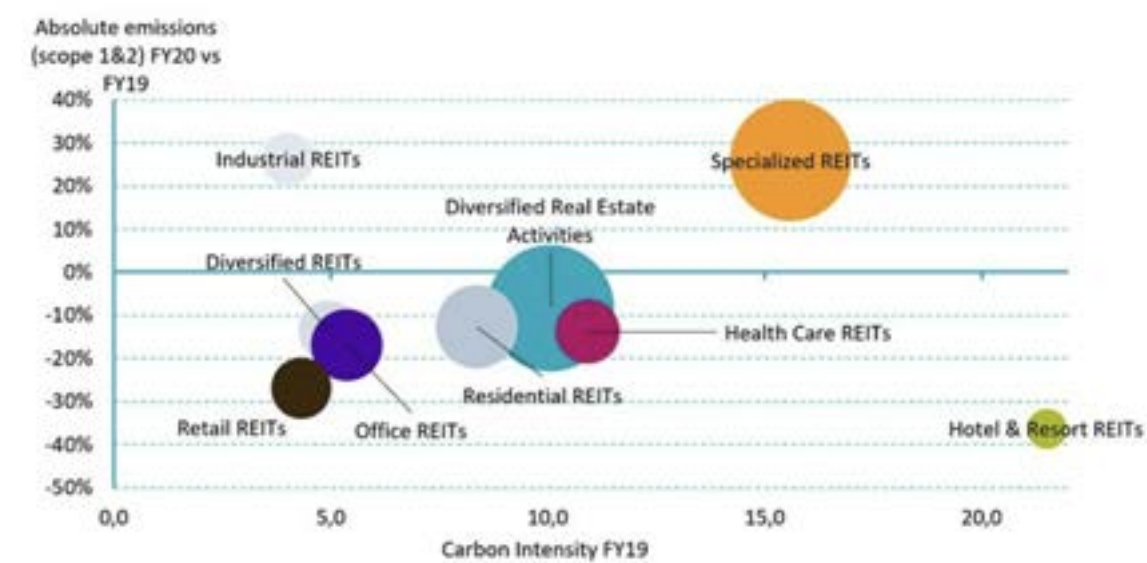
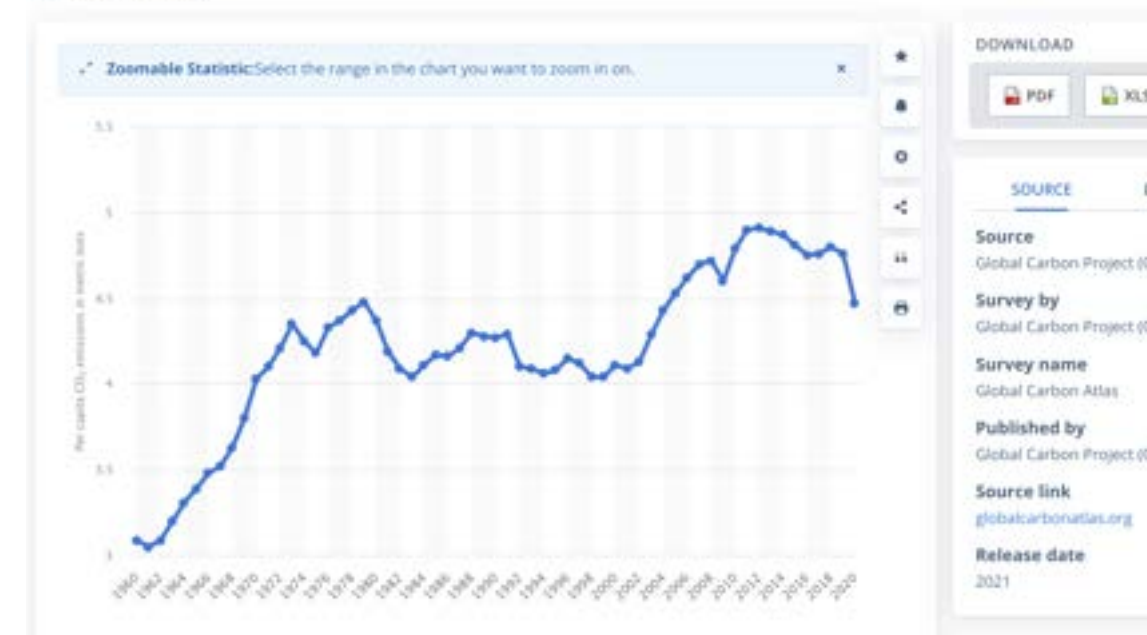
Businesses to reduce rent of grade A office space as of Q1 2021

~82% of HK businesses plan to keep remote working post Covid-19

Worldwide decarbonization

Energy & Environment • Emissions

Average per capita carbon dioxide emissions worldwide from 1960 to 2020
(in metric tons)

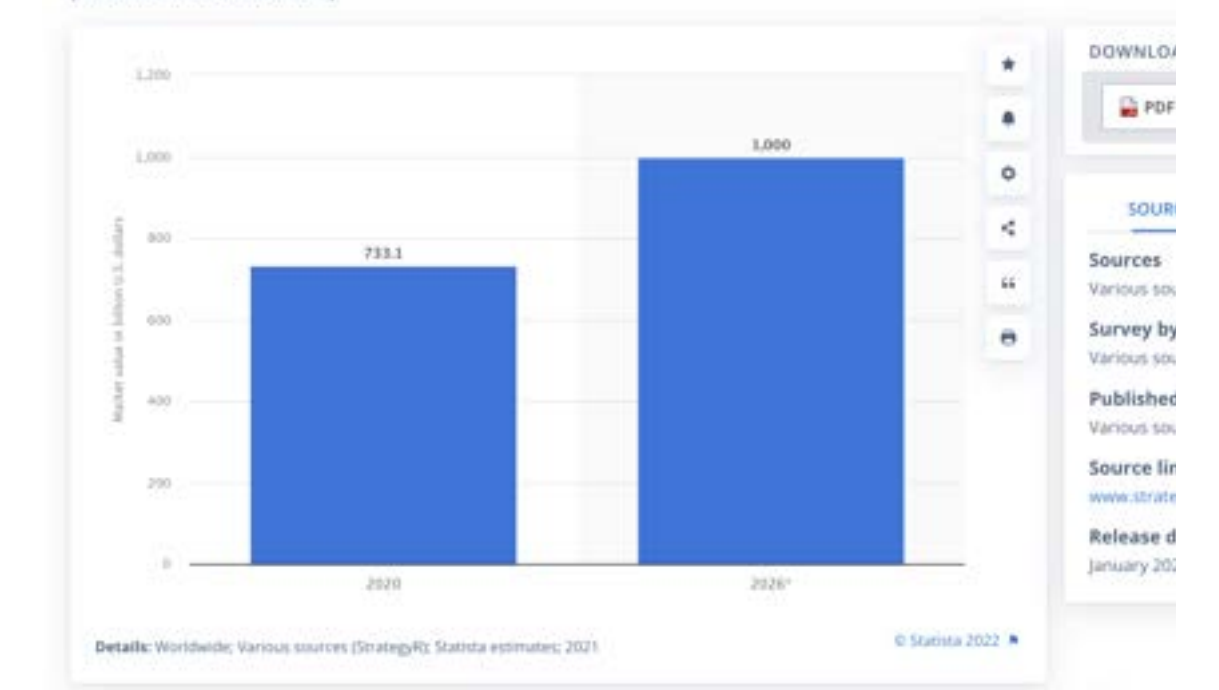


Decrease on worldwide carbon dioxide emissions due to factories and boundaries locked down and reduce in mobility/commuting

New products and services

Consumer Goods & FMCG • Food & Nutrition

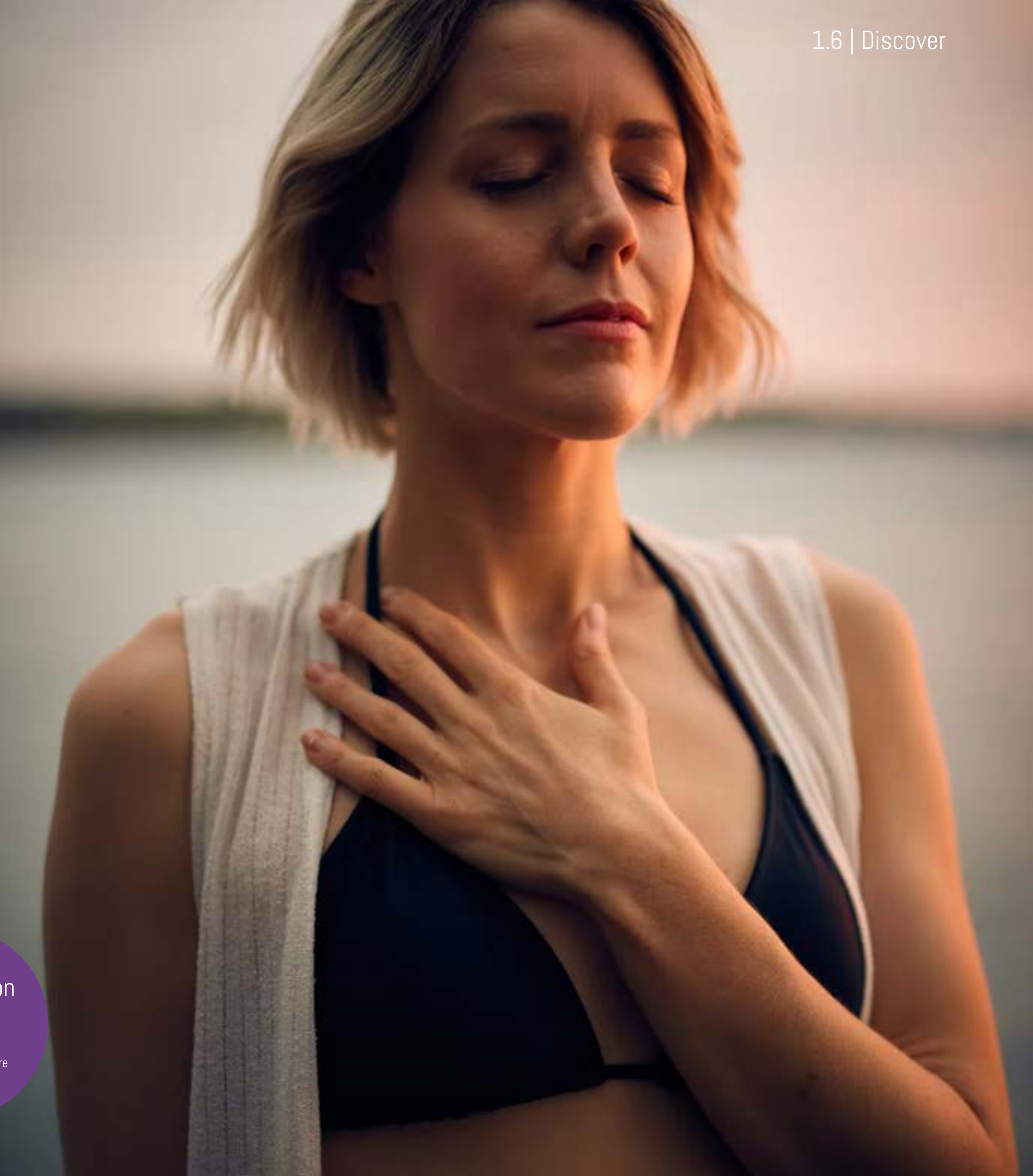
Health and wellness food market value worldwide in 2020 and 2026
(in billion U.S. dollars)



Convenience products and services play a vital role in society. The pandemic has contributed to establishing the subscription lifestyle and new markets. A boom of new services enables us to purchase customized food boxes and groceries delivered within minutes.

Global Mega Trends

From personal to community wellness



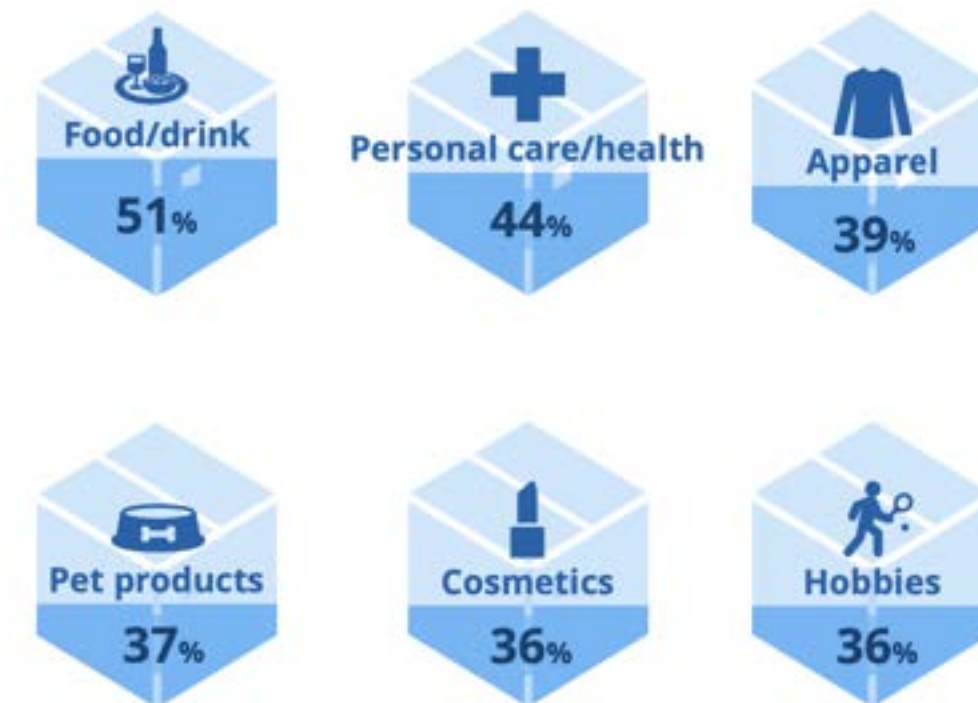
Consumption mindsets (Ethnical & Experiential)

An evolving definition of **self-care**, where food supplements, plant-based products, and health-oriented beauty products are on the rise.

Convenience products and services played a vital role in society.

Resale will define sustainability in retail in 2022

Mainstream players are only just now leaning towards the resale market. H&M, Levi's Patagonia, lululemon, and The North Face all started offering secondhand own-brand items, sourced from recycled or repurposed used garments.



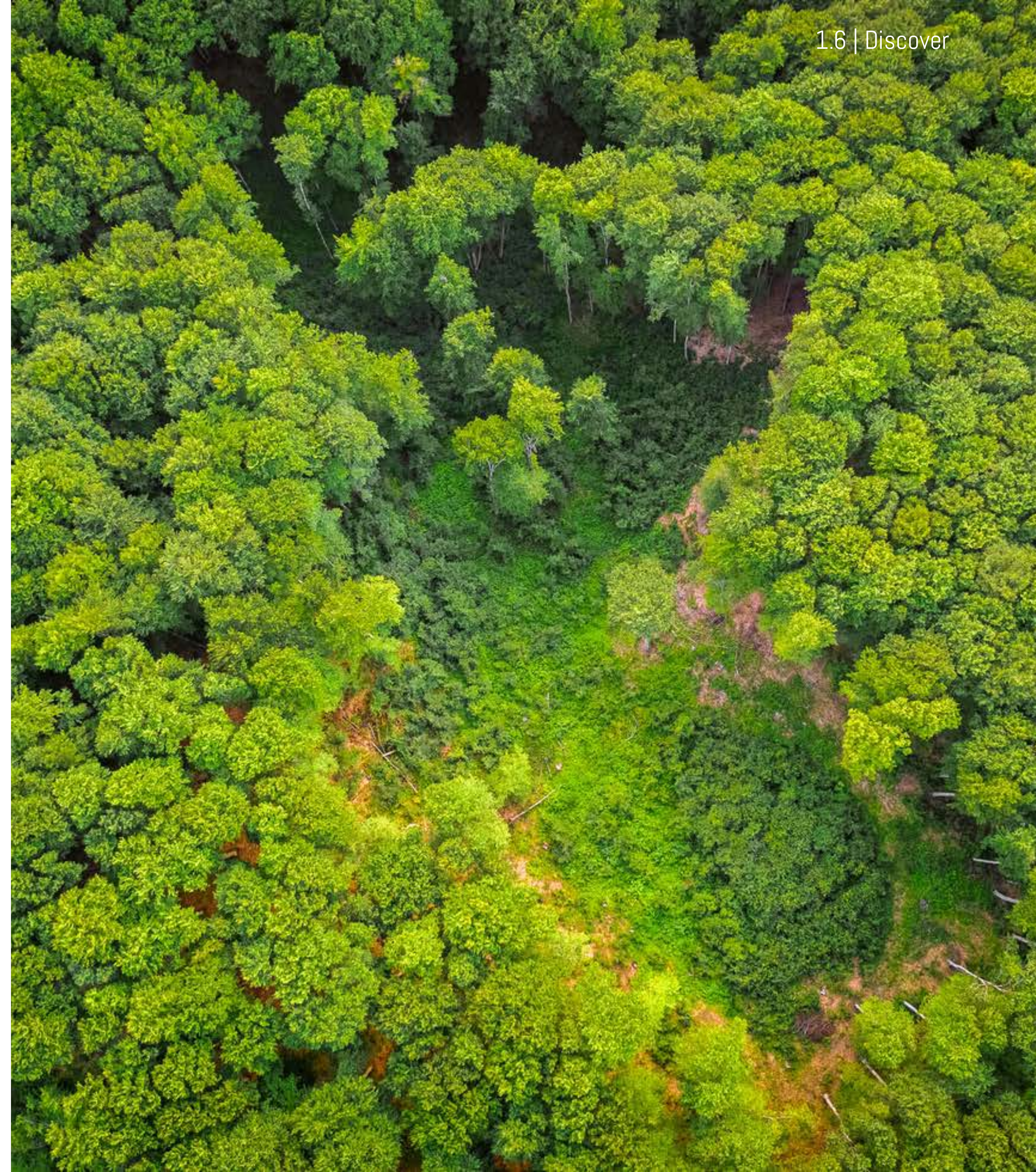
Plant-based products is the main driver. Top reason for health.

Millennials were the most likely to continue shopping via subscription services. 44% of it are personal care and health products and services. Second highest after food and drink.



Global Mega Trends

Getting back to the beauty of nature



Urban planning and social goods

The rise of outdoor trends

Skyrocketed participation of outdoor activities in HK can be seen at overcrowded hiking trails, shores, and campsites.



Unreachable nature

By 2050, more than two-thirds of the world's population will be living in urban areas. Our natural environment is under threat and out-of-reach.

40% of Hong Kong's 1,000 square-km landmass is green space, but HK has the world's lowest concentration of urban green space at <3 m²/person, while 56% of HKers were dissatisfied with the provision of 'good quality parks and green spaces' in the city.



Government's consideration towards wellbeing and welfare

The HK government has outlined objectives to improve the quality of the city's living environment through urban planning and public works.

The use of green spaces can encourage residents to build stronger social connections and a sense of community, both of which are incredibly important for mental health.



Urban planning and social goods

The rise of 15-minute walkable neighborhood

From the abovementioned unreachable nature to the overcrowded hiking trails, they are all ramifications of people being unable to have access to quality amenities and public space within their walkable reach of 15 minutes. There are increasing scientific evidence that providing citizens with 15-minute walkable access to basic or quality public services will hugely benefit not only the people within the neighborhood (Weng, et al., 2019), but also the entire society in which it entails. Moreover, beyond accessible resources, it is more a question of equality. Highly disproportionate resource distribution will damage the livelihood of the neighborhood concerned, and will also, in the long run, damage the overall perspective of the social development, due to higher risk of social instability induced by resource distribution.

Home > Rural Sociology > Social Science > Neighborhood

Article

The 15-minute walkable neighborhoods: Measurement, social inequalities and implications for building healthy communities in urban China

Advances in Sustainable Communities, Neighborhoods and 15-Minute Cities-Theory, Methods and Techniques

Abstract submission deadline
30 September 2022

Manuscript submission deadline
31 December 2022

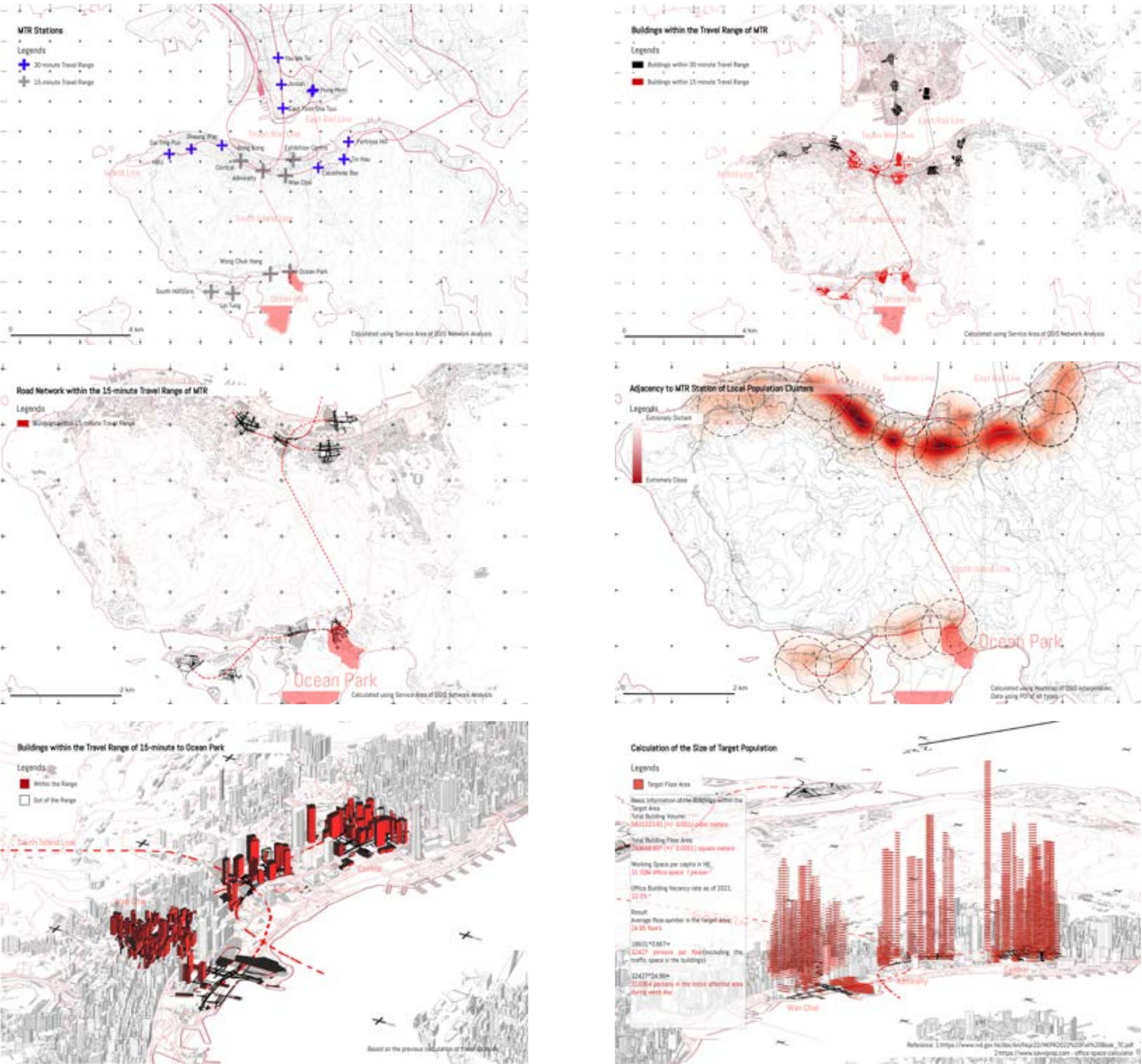
Viewed by
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Using Geographical Information System, the 15-minute walkable distance coverage area of wherever the point of interest is can be calculated, thus finding out a wider spectrum of target audience that was once neglected by businesses. Huge opportunities lies within the closest proximity, such as addressing all-time issues like the shortage and dispropotion of quality public space.

Reference(s):

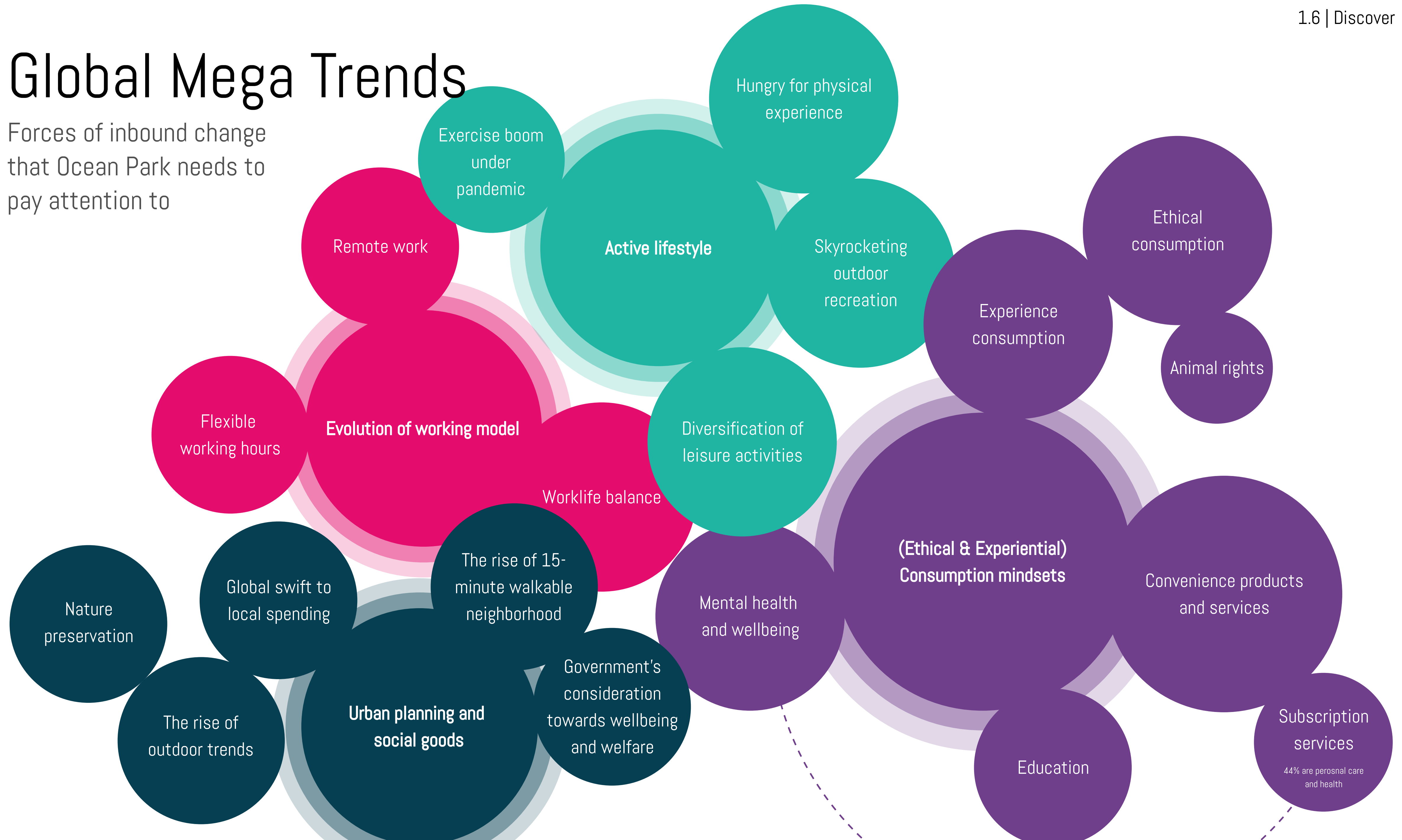
Weng, Ding, N., Li, J., Jin, X., Xiao, H., He, Z., & Su, S. (2019). The 15-minute walkable neighborhoods: Measurement, social inequalities and implications for building healthy communities in urban China. Journal of Transport & Health, 13, 259–273. <https://doi.org/10.1016/j.jth.2019.05.005>

Calculation Trial of the 15-minute coverage of Ocean Park



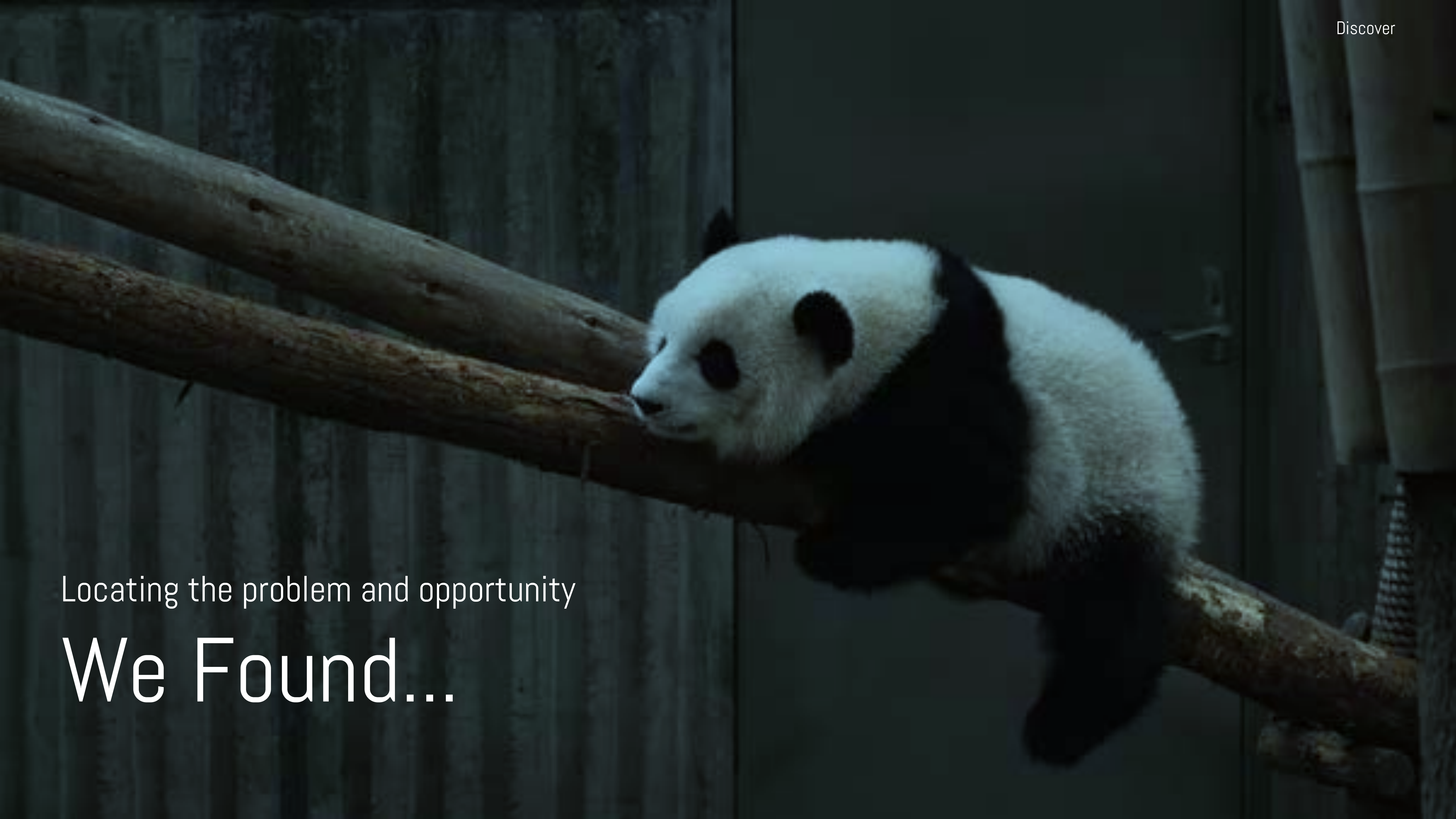
Global Mega Trends

Forces of inbound change that Ocean Park needs to pay attention to



Locating the problem and opportunity

We Found...



Key observations from global mega trends

of Ocean Park, social trends and consumer behavior changes

Ocean Park's existing approaches are detached from current local social needs and lifestyles

Ocean Park repeats and reinforces existing theme-focused attractions and elements like its Halloween Bash and WaterWorld. With the lack of tourists and new social changes since the pandemic, OP is struggling to capture local residents' attention and opportunities that can extend its longevity.

OP's existing approach is lack of transparency and sustainability. HK is in need of accessible nature, social space, leisure, and time well-spent.



Ocean Park is not meeting the up-lifted expectations towards experiential consumption

Modern active consumers desire a personalized journey and a "back to basic" approach, enjoying nature esthetic for long-term happiness, instead of seeking for one-off entertainment in a pre-set theme.

OP needs to reconfigure and broaden its offerings to fulfill various types of visitors' personal definition of life, experience and quality leisure.

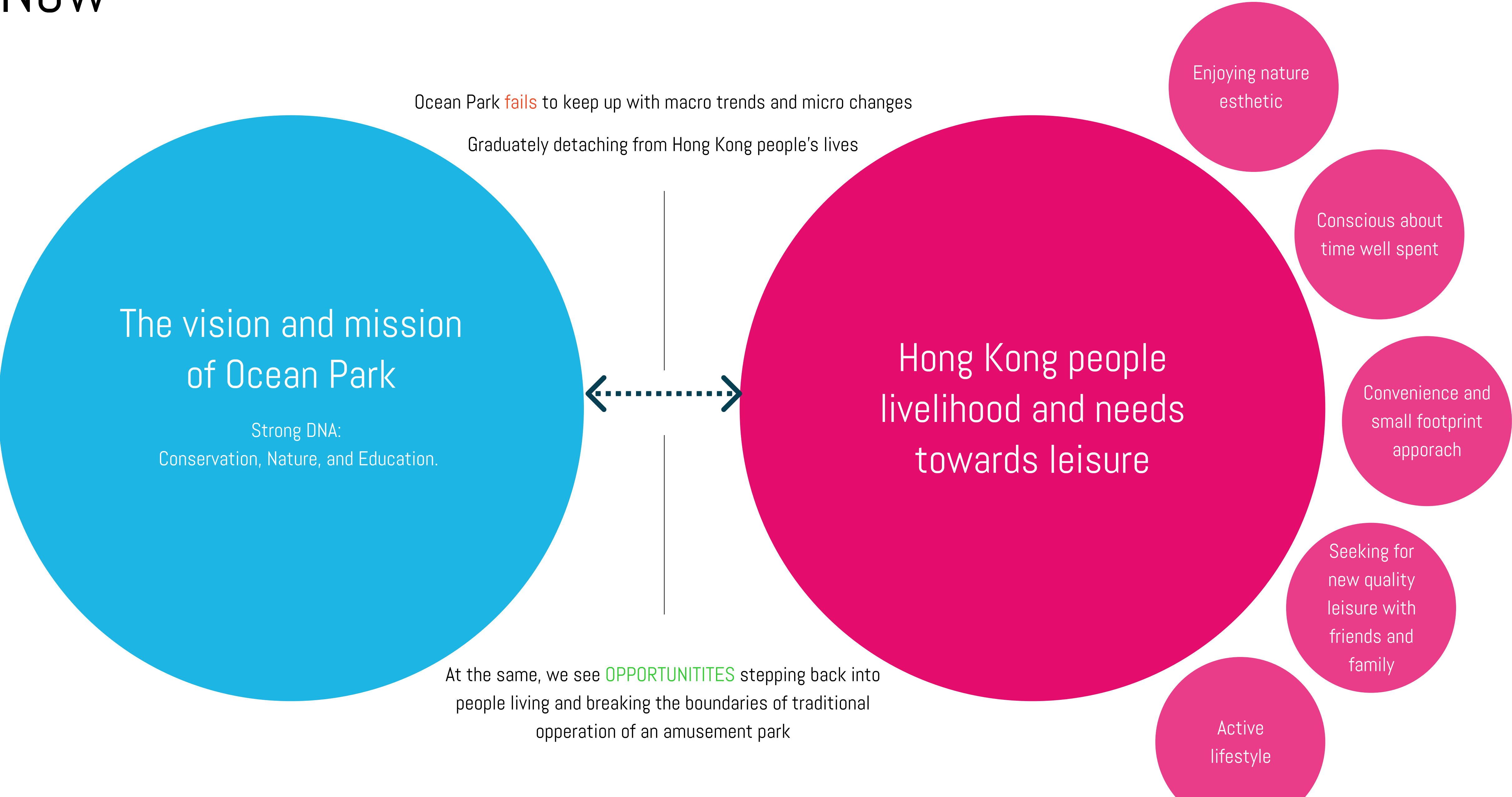
Past...

Ocean park was able to satisfy HK people and tourists

1. Curiosity about wildlife
2. Desire for thrilling rides and experiences
3. Ability to see the world



Now



Weak signals



As a remote learning kid...

Prolonged remote learning has negative consequences on children's social skills.



As a office/ remote worker...

Likelihood for remote working to continue after the pandemic.



As a local...

Lack of quality leisure due to worklife imbalance and a disconnect from nature damaging Hong Kong people overall mental health and livelihood.



As a conservationist...

Rising advocacy for animal rights, educating people about local farming and agriculture.
Growing interest in rooftop and indoor gardening.

Ocean Park failed to keep up with macro and micro trends, and thus its existing approaches are detached from current local social needs and lifestyles.



However

Ocean Park still has the unique advantages to reconnect with HKers, as its original DNA was to fulfill the needs of accessible nature, social space, leisure, and time well-spent.

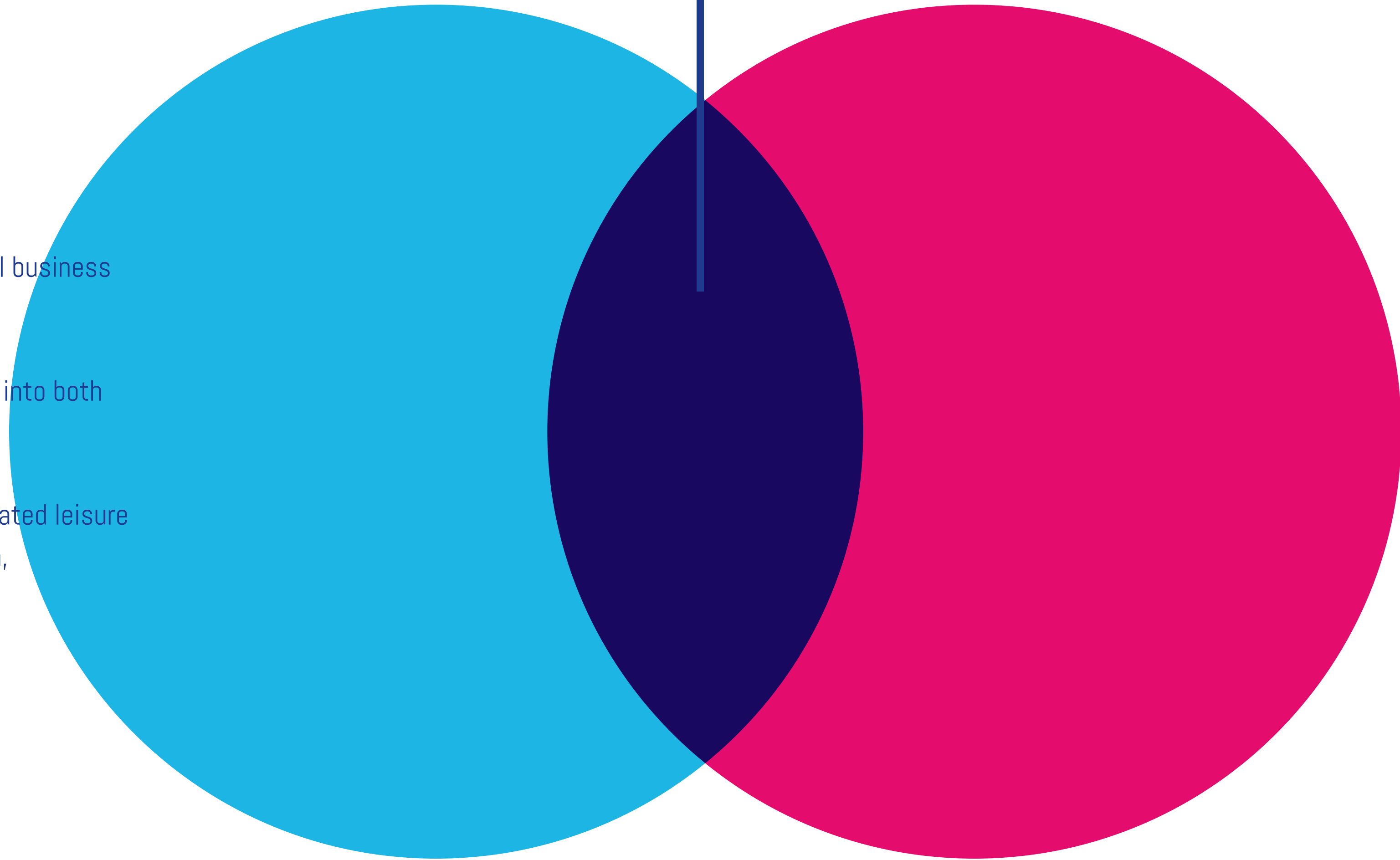
Define

Soon...

Innovation Opportunity

Ocean Park opens up and reconfigures its highly-accessible landscape to broaden its offerings to fulfill Hong Kong people personal life, experience and quality leisure.

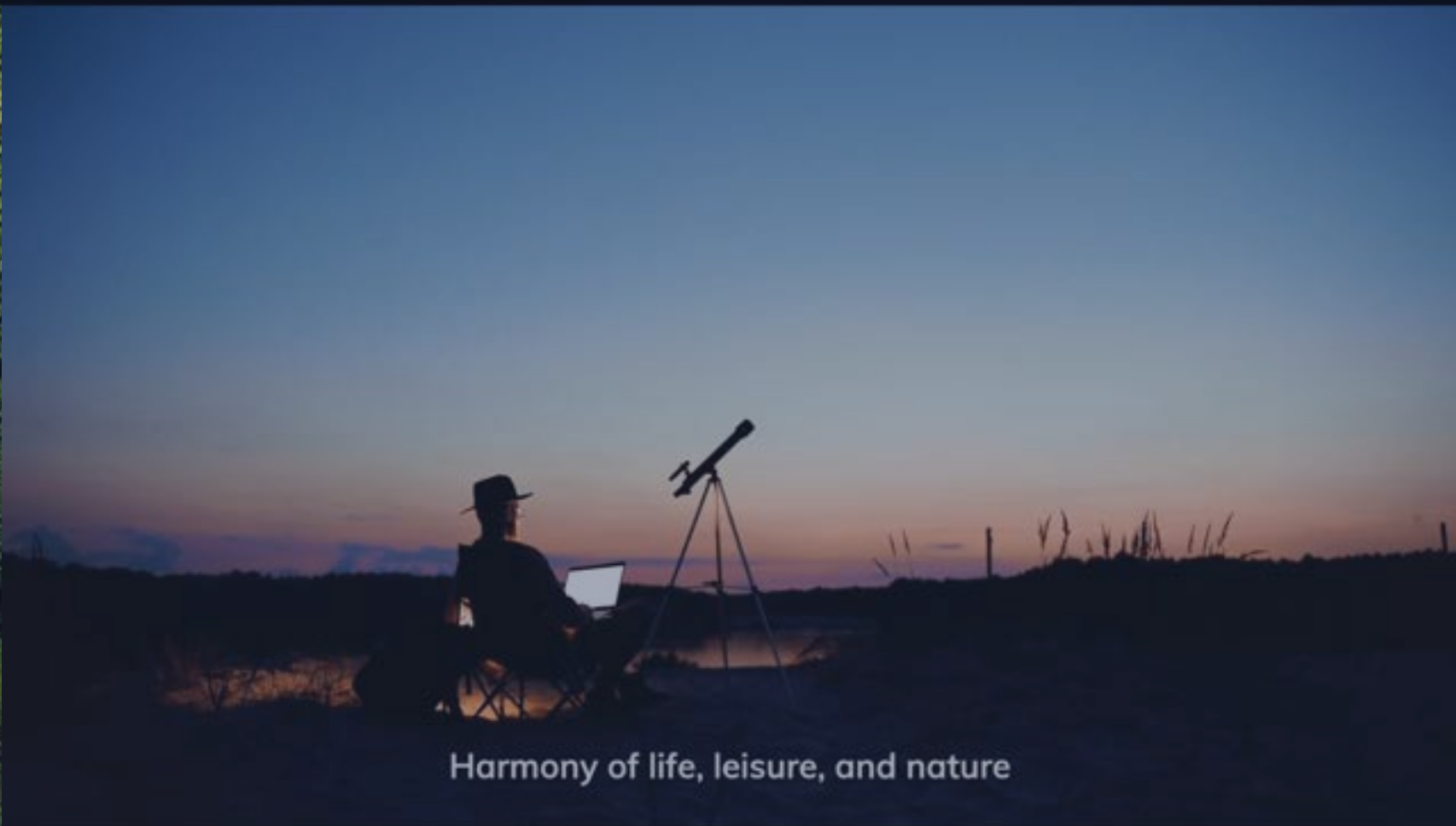
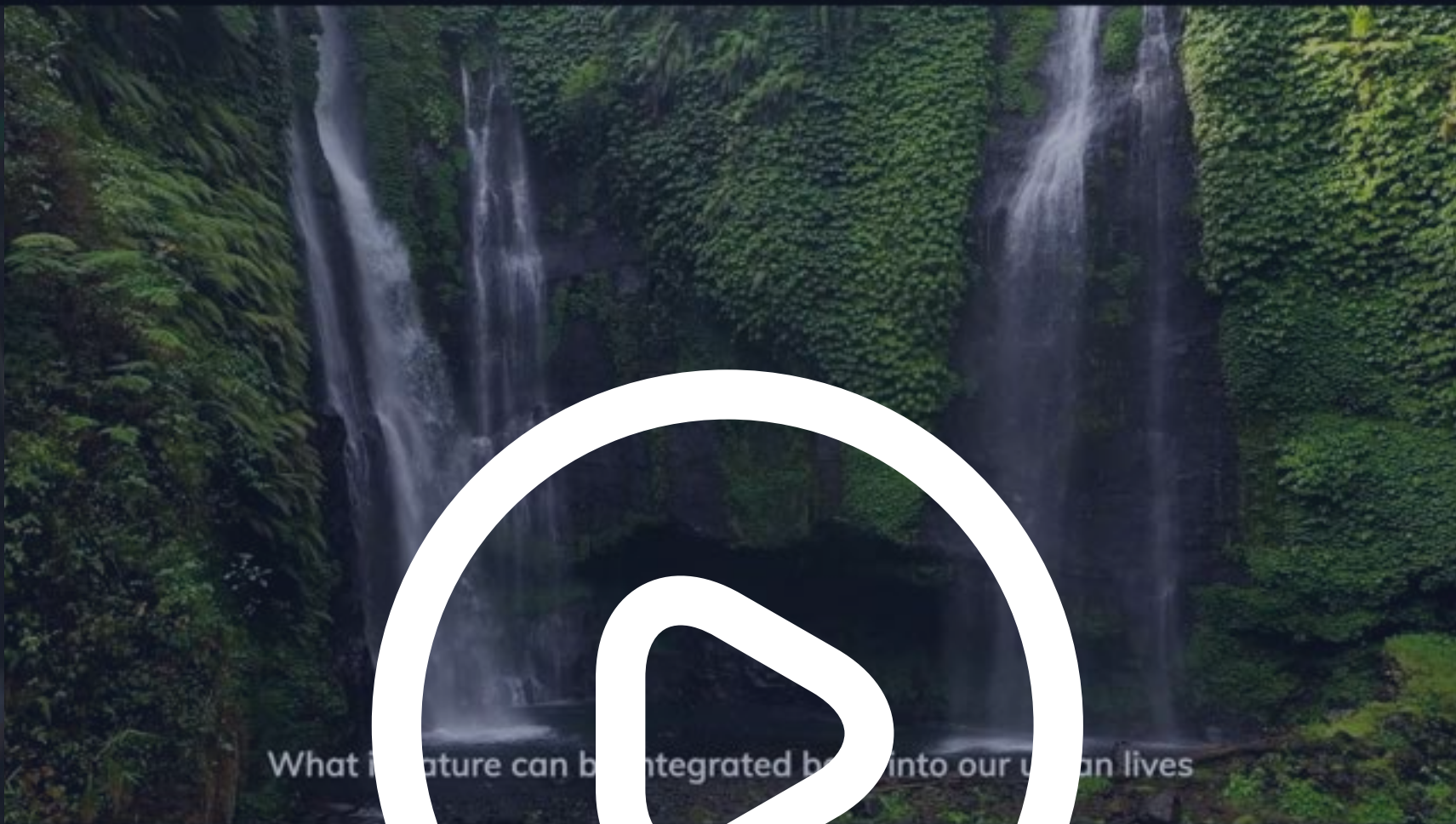
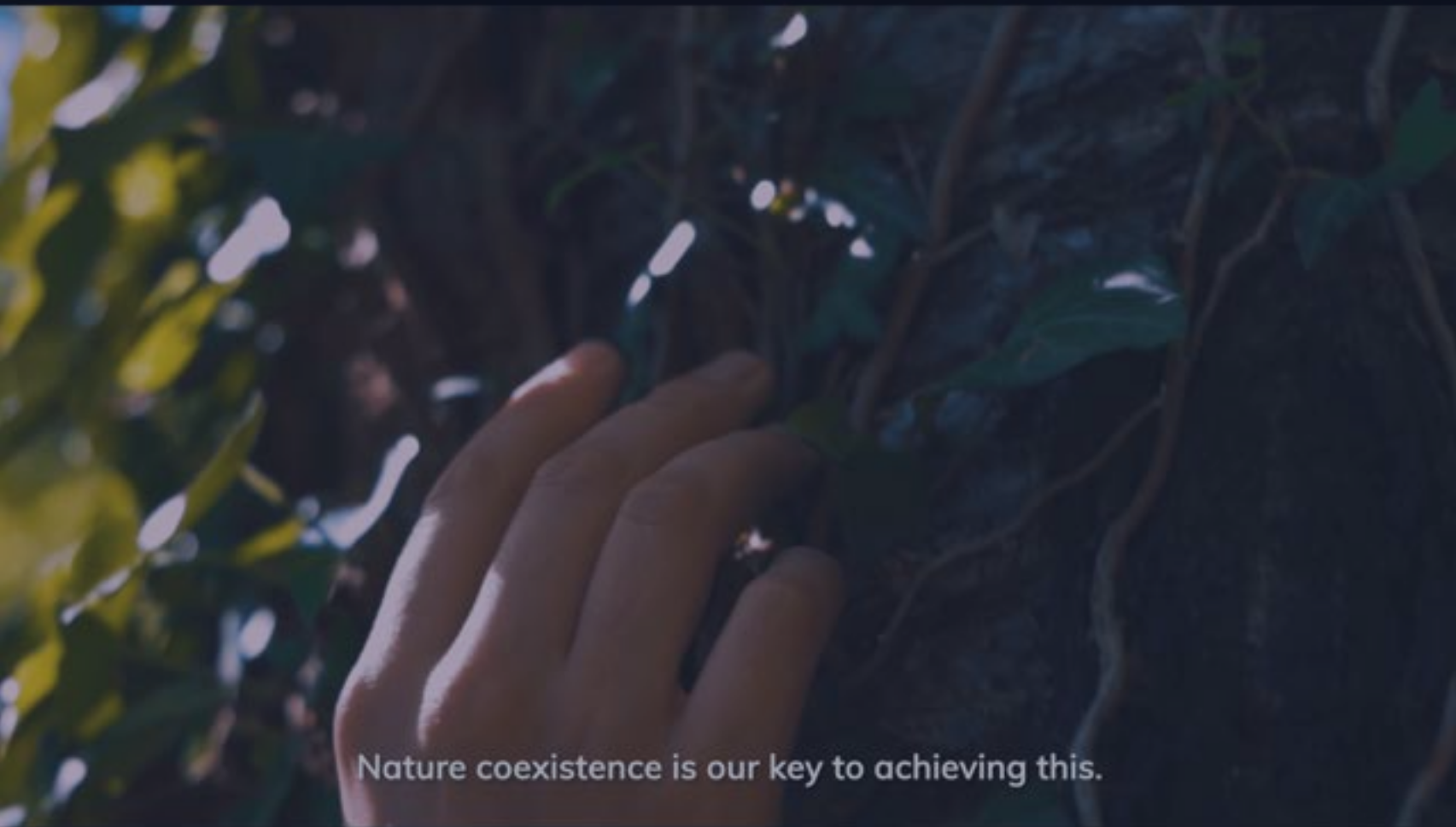
- + Breaking through the traditional business model of an amusement park
- + Redefining the leisure industry into both local and global livelihood
- + Be the trendsetter of an integrated leisure hub for nature-human connection, entertainment of all kinds.



Present consumers desire a personalized journey and a meaningful experience interconnected with nature and wellness. What if Ocean Park opens up and reconfigures its highly-accessible landspace to broaden its offerings to fulfill Hong Kong people personal definition of life, experience and quality leisure ?



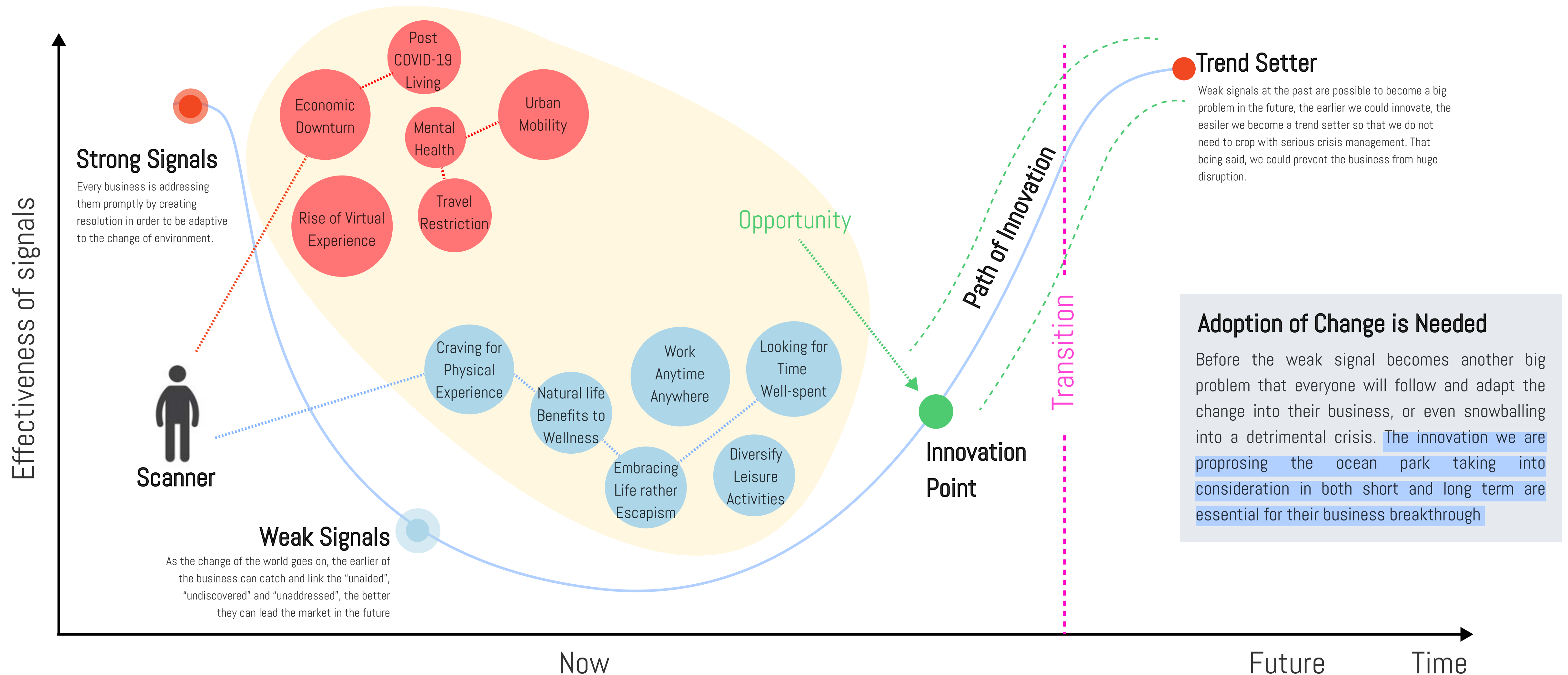
Opportunity



View the Opportunity video

Synthesizing Signals into Strategies

From the forces of inbound changes, strong and weak signals to horizon scanning of OP's future direction



Innovation Strategy

An approach of problem & opportunity driven, while internal & external focus

Short term = Optimization + Reinforcement

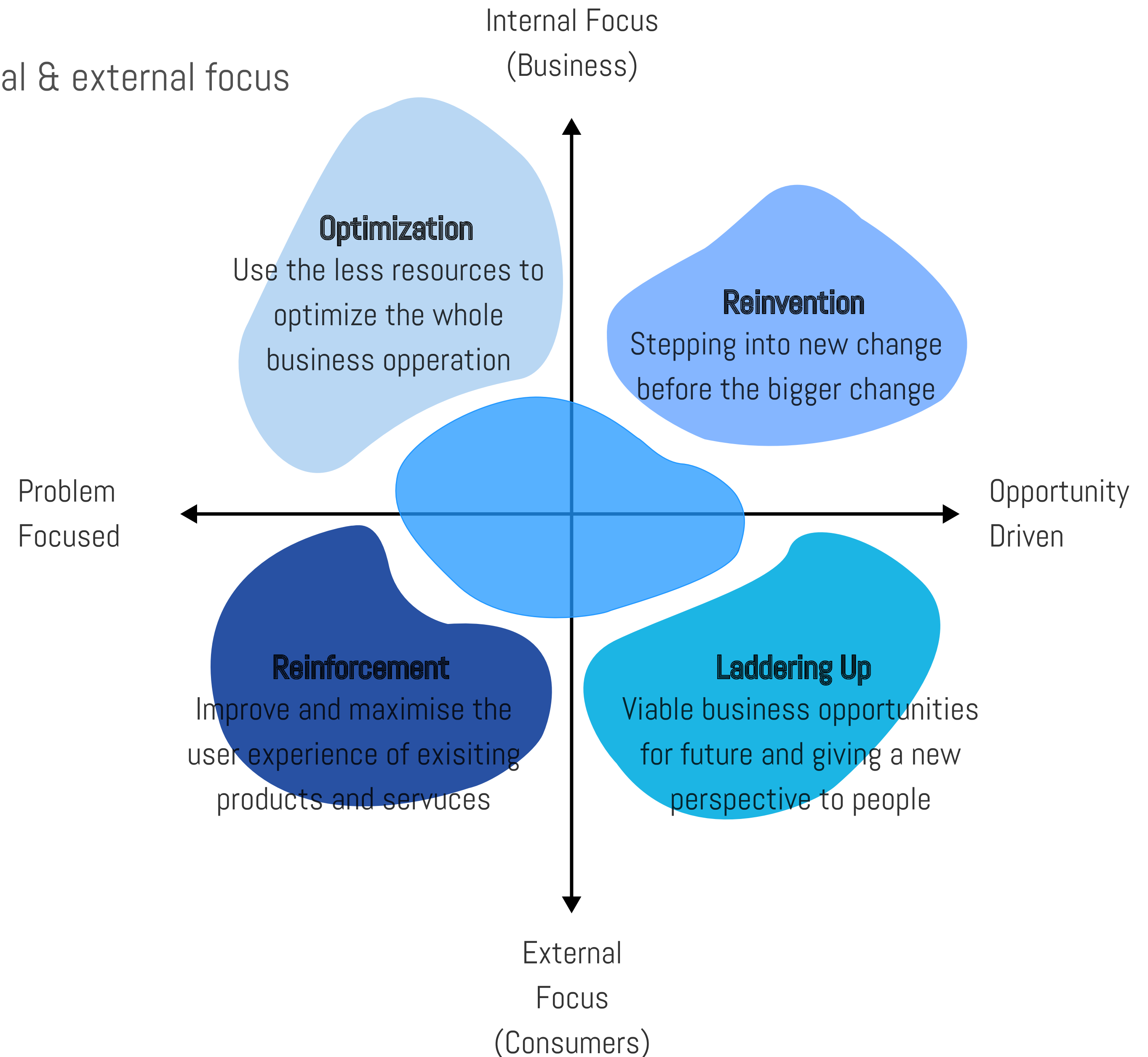
In recent years, we have seen the ways in which people think about leisure change and evolve. This has only been accelerated as a result of the COVID crisis, posing an interesting question for local authorities and operators as they look to engage with a wider range of users and encourage more people to be connected through serious and active leisure. We have seen a real shift towards both individual and community leisure, immersion of life and work and wellness concerns, meaning that the leisure industry must evolve and innovate if it is to continue to attract users.

As ocean park is facing an urgent need for innovation, it is propose that they might maintain the “what are the best in their business” or well utilise of their CORE business offering to address the current trend and the outside need in the market first. In orde to, offer themself a resolution on attracting more visiting or retaining it connection with the local before the board opens again. Meanwhile, by keeping their brand name relevent to people, visitors in the other part of the world could keep refreshing up the image towards Ocean Park.

Long term = Reinvention + Laddering Up

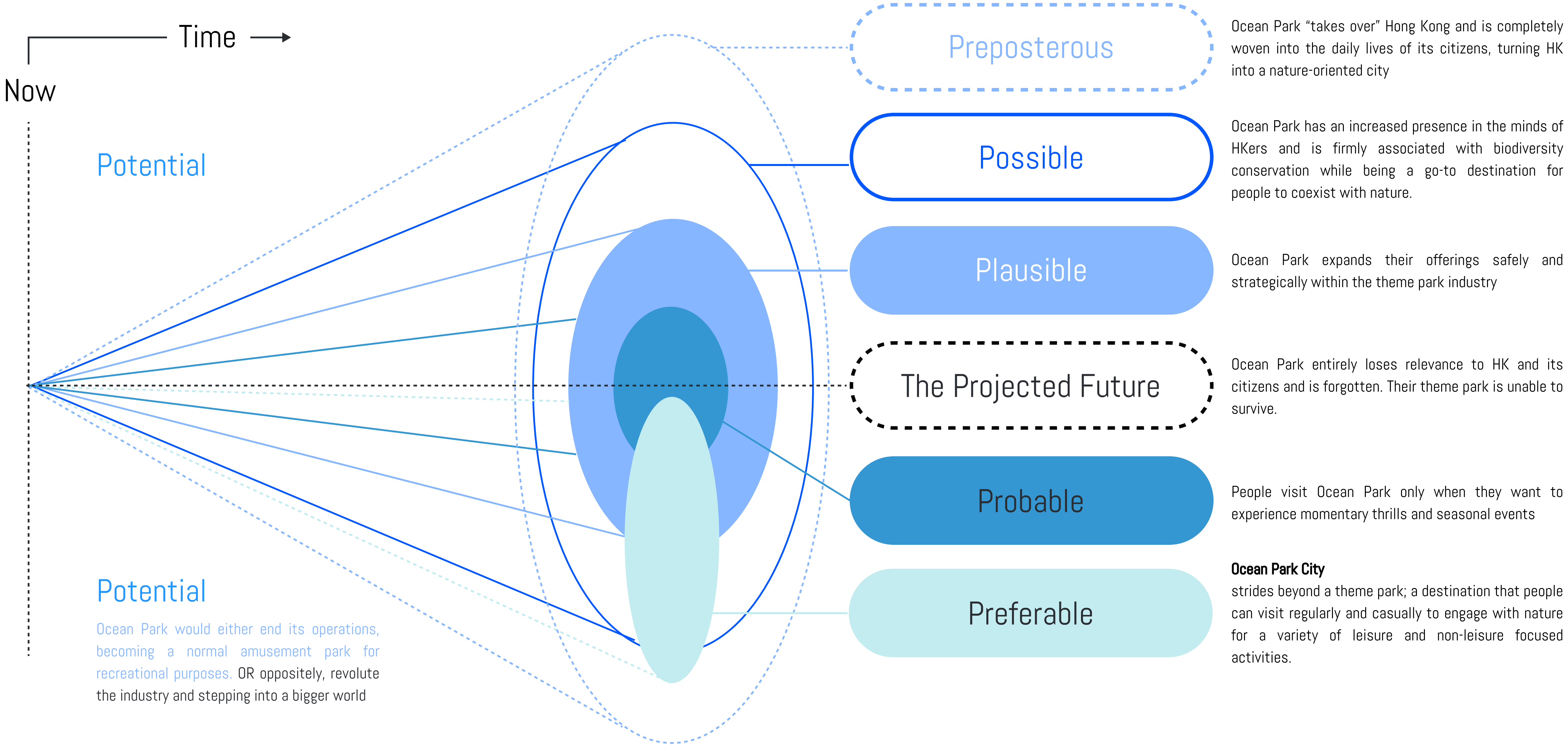
Leisure is in many ways an economic driver, and a society where both time and leisure activities are more fragmented gives rise to more niched and specialized actors, delivering leisure activities that are new both with regards to their form and their content.

To redefine and breakthrough the traditional model of operating an amusement park is essential to Ocean Park. For example, the ticketing systems and the restriction of landuse because of it nature of private space. Facing a never ending problem in Hong Kong is that the land use and the lacking of public space. It is believed that opening up the space in the near or farther future is a huge way out for Ocean Park and stepping into a new future.



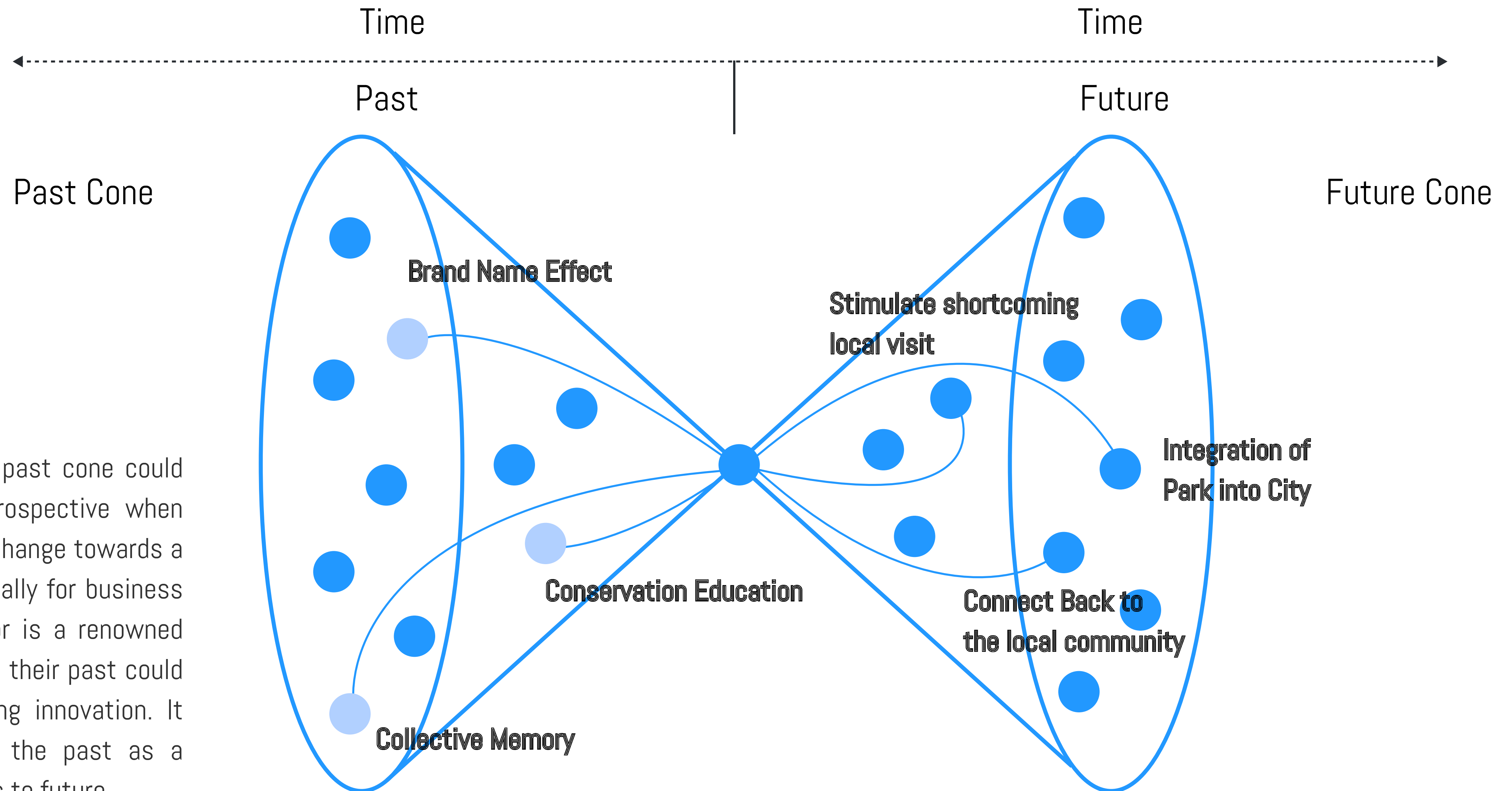
Futures Cone

Seeing the Prospectives of Ocean Park



Absolute Futures Cone

The Butterfly Effects



Looking at both futures and past cone could give us a comprehensive prospective when Ocean Park apply innovative change towards a “preposterous” future. Especially for business that carries a long history or is a renowned traditional landmark of a city, their past could drive a butterfly effect during innovation. It will trigger its strength at the past as a synergy to push more towards to future.

We are going to...

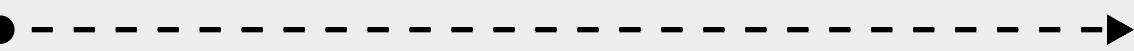


Roadmap

The path of change

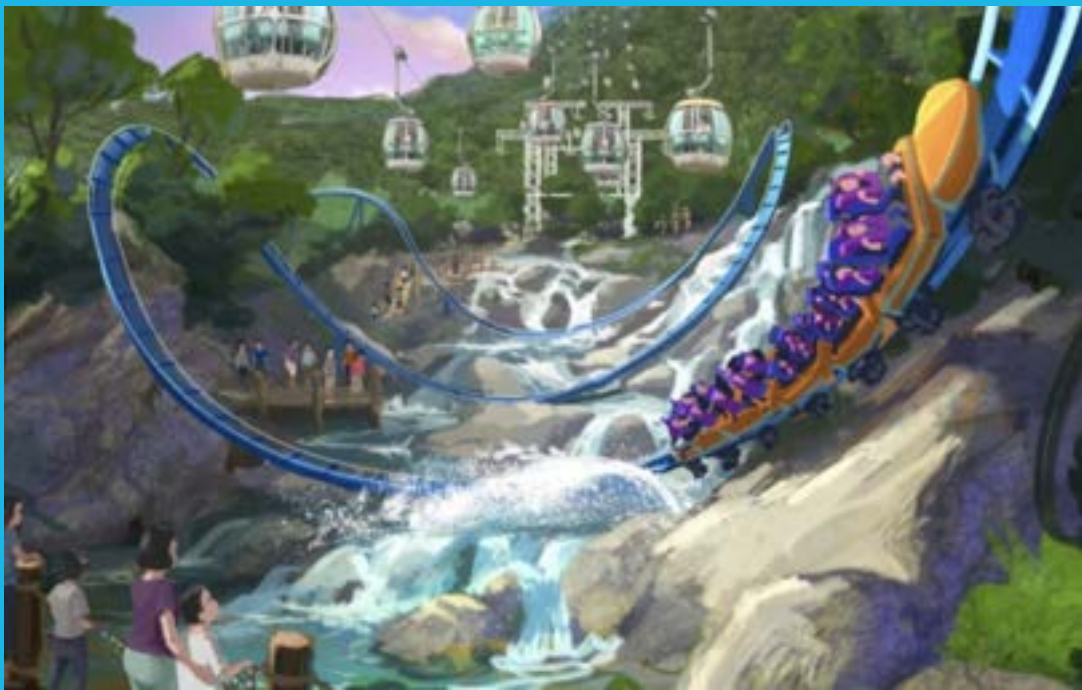


From



Solely an Amusement Park

1



TO



More Attraction
Amusement Park

2



TO



Ocean Park City 1.0

3



TO



Ocean Park Clty 2.0

4

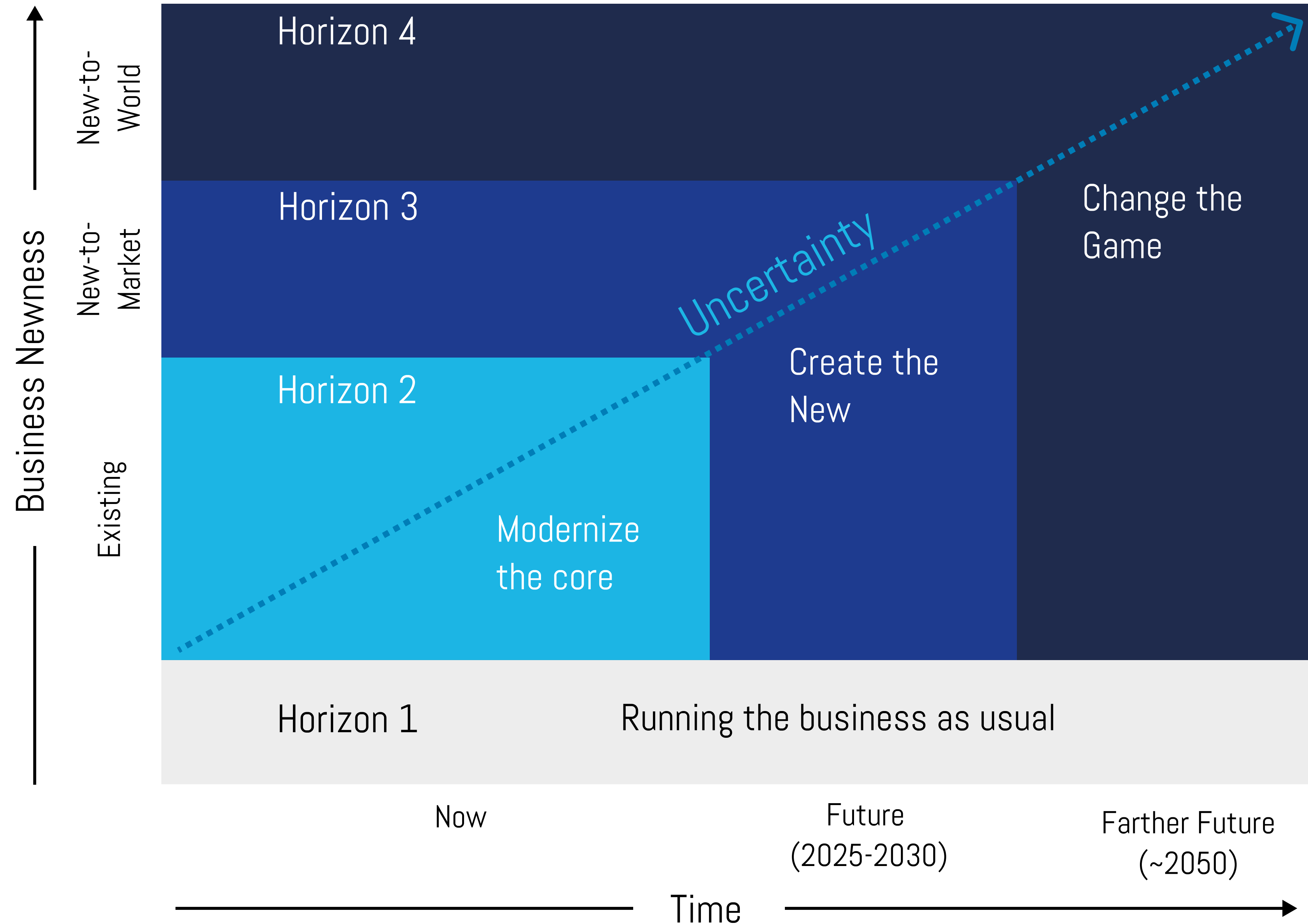
More...

The 4 Horizons

Absolute forecasting and action

To summarise:

- Horizon 1 describes a “Business As Usual” scenarios
- Horizon 2 represents the actions and services they do best
- Horizon 3 gives a taster for the change they can bring
- Horizon 4 portrays a game-changing vision to guide actionable future goals



Horizon 1

The Business CORE



Conservation + Education + Amusement Park

Horizon 1 speaks about Ocean Park's core offerings. With their vision to focus on education, conservation and entertainment, they say that they will be the world's best theme park resort, providing excellent guest experiences through the thrill of discovery, while connecting people with nature. They have strategically invested in attractions that are fun, entertaining and educational within the theme park resort while promoting life-long learning and conservation advocacy.

The local best location for...



Taking classes for learning knowledge of wildlife animal protection, conservation and sustainability living.



Physically interacting with the endangered species for more memorable and engaging experience.



Watch shows co-performed by animals and trainers where people can enjoy not solely on entertainment but education.



Looking for excitements that our real life is not offering, the mechanical games are another major reason for visit and it is relatively the most thrilling amusement park in Hong Kong.

Horizon 1

The Business CORE



Growing Attractions

Ocean Park's growing list of thrill-seeking attractions and theme park adjacent features grow with trends and customer expectations within the industry.

They draw inspiration and study competition from theme parks spread over all APAC countries. As the competition becomes more cutthroat and theme parks get more imaginative, Ocean park continues to capitalise on their unique topography



The 2nd Hotel Installment

Establishing a second hotel could cater to many types of customers from and visiting Hong Kong. They claim to be a sustainable and luxury oceanfront resort attracting customers with varying interests. This is an attempt at diversifying their offerings with a strong foothold in hospitality.



Seasonal Dressing-up

The annual Halloween event at Ocean Park is a highly anticipated and popular spectacle. This is a great example of successful implementation of seasonal attractions. The attendance of the event has risen gradually since 2003, till its pause brought by the COVID-19 pandemic. Seasonal events drive attention to Ocean Park, giving them an opportunity to highlight their core offerings.



Water World

The expansion of their map and offerings to include a water park was another successful strategic move by Ocean Park further enriching their core offerings.

Horizon 2

Modernising the CORE



Customer-relation Excellence

Optimising a deeper customer relationship manage approach and strength its loyalty management programs

Streamlining efficiency

Borrowing existing technology from global theme parks, Ocean Park can offer an effective and user-freidnly scheduling system for patrons to better plan their trips.



Uplifting Eco-Status

Considering the fact that Ocean Park vision is underpinned by their advocacy for nature conservation and enriching biodiversity, they can introduce various eco-friendly services in the park. By implementing a comprehensive plan and improving their transparency, their eco-status can be uplifted and they can lead by example in solving the sustainability intention-action gap.



Outspread of the educational offering

Ocean Park actually having a rich content of offering, ranging from corporate training to a wide range of educational program. Catering different needs from all age range, no matter you are kids, adults or elderly, there are many course teaching people about the nauture, conservation, sustainability and endangerous spices.

Horizon 3

New to the Market

Pain points (both strong and weak signals)	Effects of remote learning on children's socialisation skills and quality of educational experiences	Evolving definitions and preferences for leisure owing to a rise of technology, globalisation, and an increased emphasis on convenience	Disconnection from nature due to urbanisation and a rising desire for reconnection	Worklife imbalances due to remote working leading to increasing mental health issues in the working class	Overcrowding in cities leading to increased rent, lowered quality and size of homes, decreased availability of public space	Increasing animal rights awareness and activism
Possibility	Bringing leisure, social, and education closer together by redefining leisure services at Ocean Park by, - Conservation School (e.g. Wildlife education)	Modifying the traditional admission ticketing system and have open zones accessible to all.	Adopting urban planning approach to better utilise the land.	Bringing work and communities closer together at Ocean Park by, Co-working Space (e.g. Work from Aquarium) to blend their professionals and private life so they can own their time and use their time more flexibly.	Adding new quality leisure alternatives at Ocean Park to bring friends and families spent time well together.	XXXX

Horizon 3

New to the Market

Among the most important innovations at the Ocean Park City is the way we bring people closer together across multiple generations through carefully planned components like forming a community of “new leisure”. They are designed specifically for the needs of diverse age groups, whether they are first jobbers, newlyweds, young families, or older parents, and allow them to getting closer to their children and grandchildren, or their parents, while still allowing each to maintain their independence and privacy as we also could take care of their kids when parent are having “me time”.



Horizons 4

Change the Game

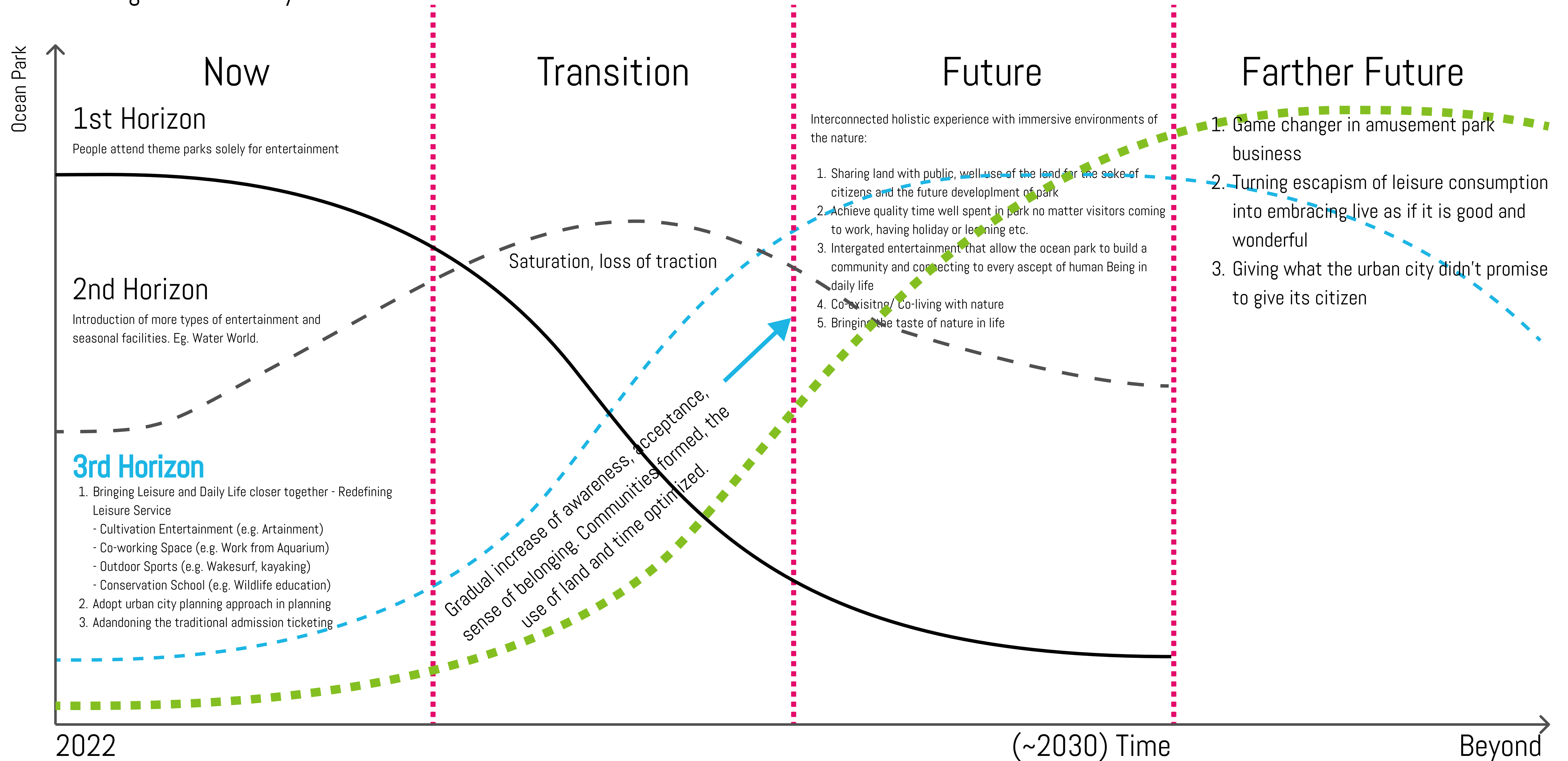
Everything at the Ocean Park City is designed with a common purpose to promote the good health and happiness of residents to a level never before undertaken, including the layout of the public spaces, home layouts, choices of materials used inside and outside homes, the integration of X century life technologies, the management of natural light, noise, heat, airflows, as well as air quality and water quality.

It will include multigenerational residential components with condominiums, villas and estate homes for a diverse range of lifestyles and family sizes, plus commercial spaces, such as offices, a recreation complex, food and beverage outlets, and family education and entertainment facilities.



4 Horizons

Setting the visionary future and Goal



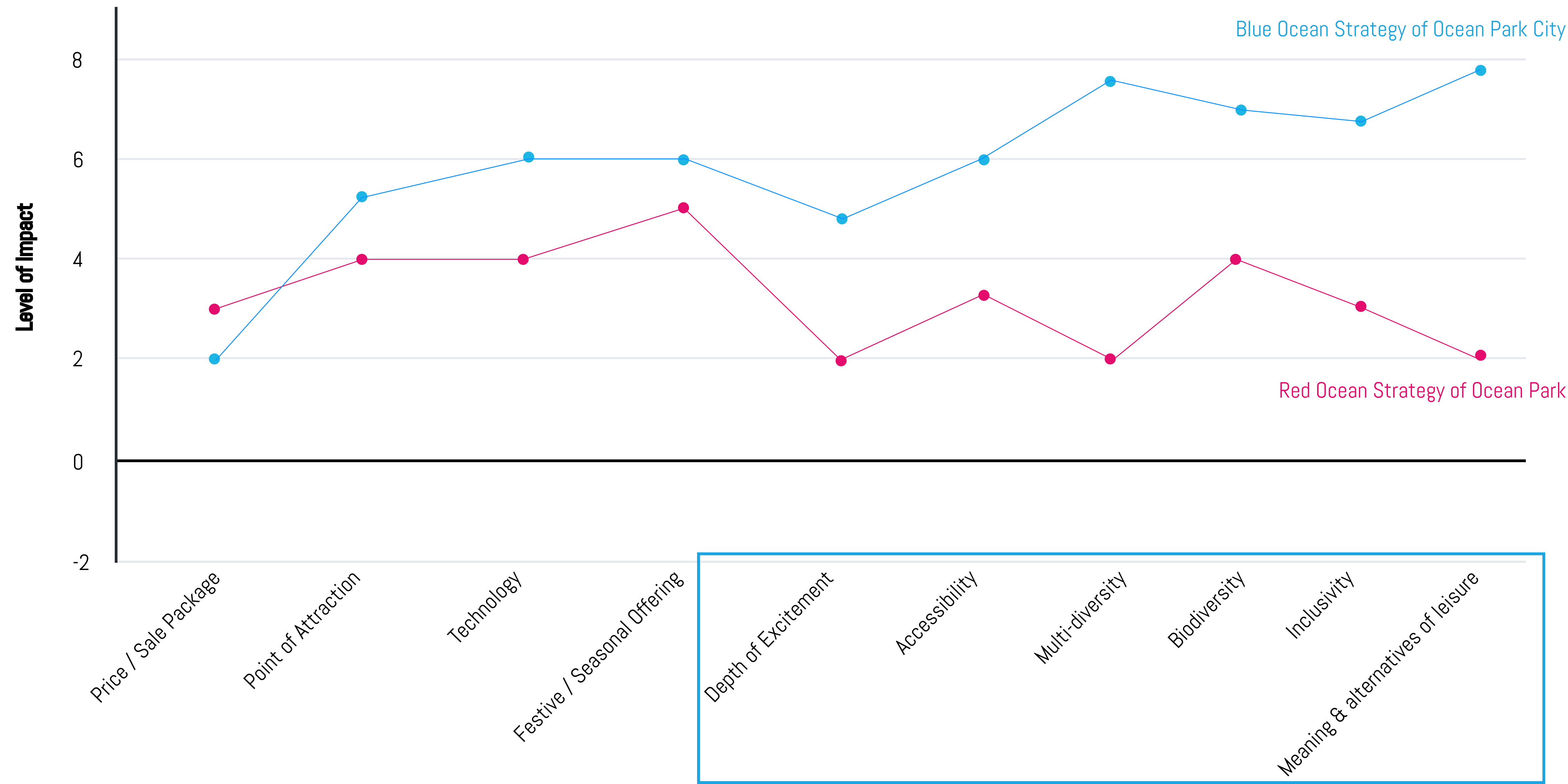
Blue Ocean Strategy

Red oceans are about the competition in the existing industry. The theme park industry has been threatened by the COVID-19 pandemic and people's evolving views of entertainment and the amount of time, money, and effort they're willing to invest for entertainment. Ocean Park has a fierce competitor in Hong Kong Disneyland, but interest in theme parks have been dwindling in general.

Blue oceans seek to neutralise competition within the industry by simply stepping out of said industry and creating new demand in an uncontested space. Ocean Park needs to adapt their offerings to unfolding lifestyle trends following weak signals. As they are closely related to wellbeing, there are many opportunities for themm to grow quickly and profitably.

Indus try	Tradtional Theme Park Industry - Entertainment, Education, and Thrill Seeking	"More Than a Theme Park" Industry unbound by age group and visit purpose, embracing the concept of "Time Well Spent"
Strategic Group	Focuses on beating out the competition - Hong Kong Disneyland	Looks across Entertainment and Leisure services in Hong Kong
Buyer Group	Focuses on better serving existing customer group - Thrill Seekers and Families who want to educate their children	Expands the customer group by targetting newer groups and offering the specific values propositions
Scope of Product or Service Offering	Maximises value within the Theme Park industry and Edutainment Industry	Creates value in new "-tainment" fields - Artainment, Edutainment, Worktainment, etc.
Functional-emotional Orientation	Focuses on improving proce performance within the functional-emotional orientation of the theme park industry	Rethinks the functional-emotional orientation of the theme park industry and adjusts the concept of the price model accordingly
Time	Reactive strategising and adopting to trends and competition as they occur	Proactive strategising to changing well-being and leisure trends over time. Could even take part in shaping trends regarding Leisure in Hong Kong over time

Blue Ocean Strategy





Who are are looking for..

Archetypes



- Out of the ordinary
- Break away from the traditional
- Adventurous
- Eager to experiment
- seek independence and autonomy.
- Seek novel experiences

The explorer is also known as: The seeker, iconoclast, wanderer, individualist, pilgrim.

Motto	Don't fence me in
Core desire	The freedom to find out who you are through exploring the world
Goal	To experience a better, more authentic, more fulfilling life
Biggest fear	Getting trapped, conformity, and inner emptiness
Strategy	Journey, seeking out and experiencing new things, escape from boredom
Weakness	Aimless wandering, becoming a misfit
Talent	Autonomy, ambition, being true to one's soul



- Out of the ordinary
- Adventurous
- Eager to experiment
- Break away from the traditional
- Seek novel experiences

The Innocent is also known as: Utopian, traditionalist, naive, mystic, saint, romantic, dreamer.

Free to be you and me
To get to paradise
To be happy
To be punished for doing something bad or wrong
To do things right
Boring for all their naive innocence
Faith and optimism

Scenario

Traditionally, amusement parks have existed as curated spaces to seek momentary thrills and escape from reality. However, in today's world, many outlets cater to the ever-evolving need to ease the stresses of our constructed unnatural lives. The concept of "Leisure" is influenced by immeasurable micro and macro trends and is being changed every day. So here we ask, what if leisure could be experimented with and woven more seamlessly into our way of living? Nature is our key to achieving this.

Ocean Park wants to show people that they don't need to escape the real world but can instead embrace natural living as if it is sustainable and beautiful enough. Returning to a cruel reality from imagination or fantasy is painful. One day, when our world has wholly adopted remote working, could we enjoy working in an aquarium with deep ocean views, waking up and enjoying seaside activities or drinking coffee with a panda? A world where children wait in line for their school bus with wolves and experience education in a radically different environment. These might seem like an outrageously far away future, but small steps can be taken towards it. By bringing work, play, and other essential life activities to Ocean Park, an experiential conservation and sustainable space can be built, enabling people to coexist with nature.

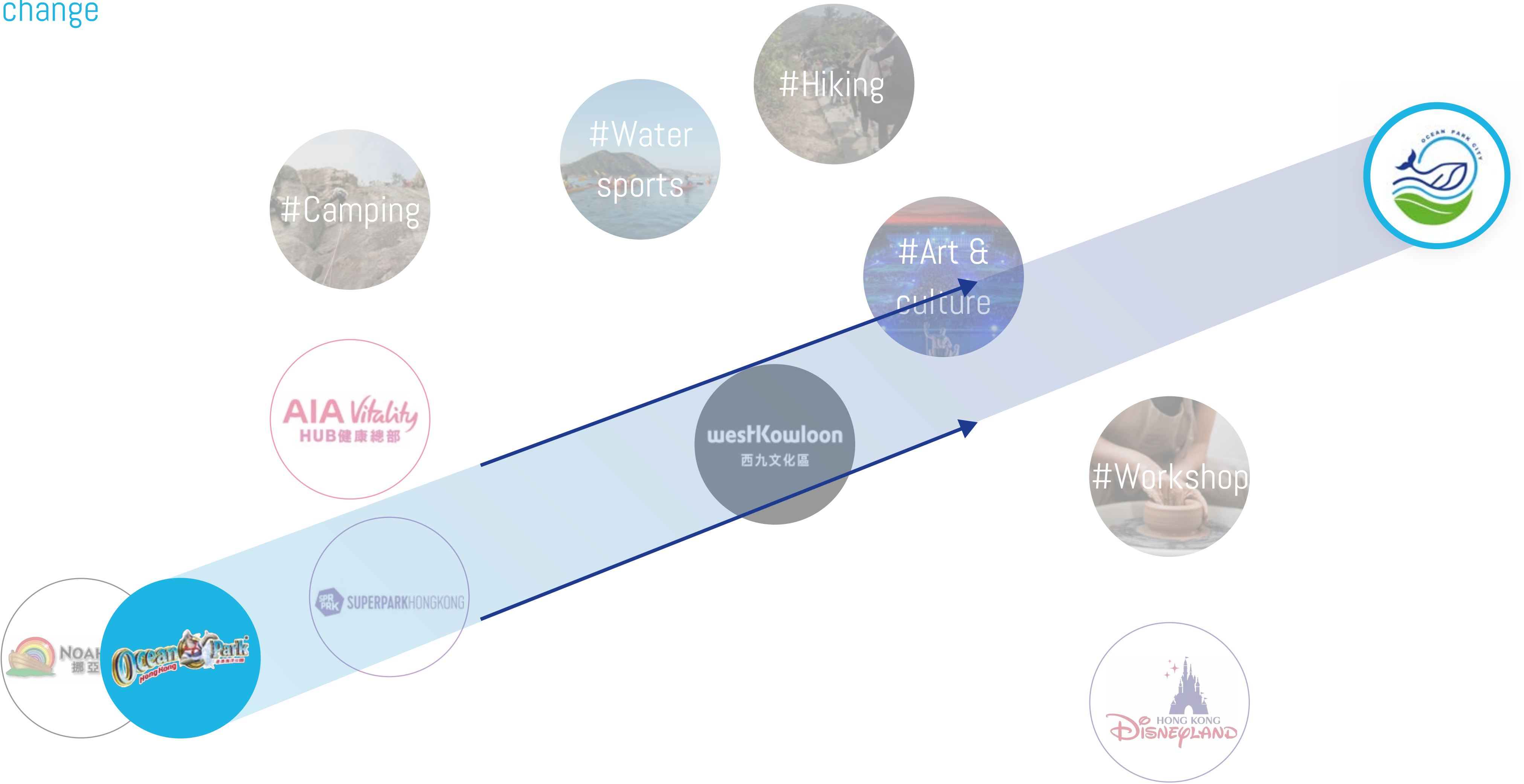
As a part of their core offerings, Ocean Park City will target "The Innocents" in creating fantastical spaces overflowing with nature. By targetting "The Explorers", Ocean Park City can be experimental with their offerings and dare to step out of traditional theme park offerings.



Transition to Ocean Park City

The vision of change

Annual Visit Frequency



Quality of time spent

Proposition Statement

For HKers with overwhelming urban lives

We Ocean Park City (a re-envisioned Ocean Park)

Will provide an sufficiently planned space to carry out essential activities like work, play, exercise, and leisure with an emphasis on the derivable benefits from nature and healthy biodiversity,

So that urban citizens can reconnect to nature and embrace a holistic natural lifestyle for better well-being.



A Place Where

Nature and communities interconnect

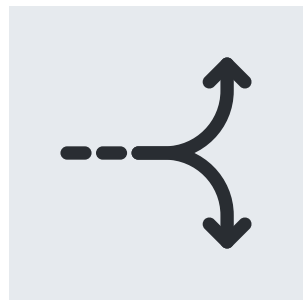
The concept of leisure redefined

Boundaries of traditional theme parks break away

Value Offered

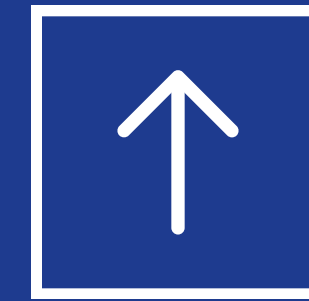


High accessibility for short/long,
frequent visits

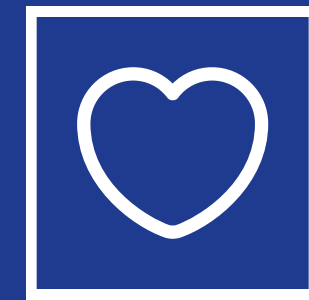


Diversed service offerings

Will lead to...



Higher return rate



Higher satisfaction

Design Concept

Why Ocean Park City

The concept serves as a blueprint for developments across the globe on how to creatively integrate imagination and nature-center innovations into an urban environment. The incentive strives for sustainable living and better quality of life for all, as well as redefining the consumption of leisure from escapism to embracing the beauty of life.

Initiatives and benefits

It is designed to utilize the natural environment to implement a number of sustainable initiatives including water management strategies that mitigate stormwater run-off and improve of quality. The property will also feature advanced irrigation systems requiring no potable water, vegetation providing shade to hardscape areas that will reduce the urban heat island effect, and active soil and invasive species management. These elements will be woven into the overall layout to deliver an unforgettable and nature-filled mixed-use experience.



Develop

Overview of Ocean Park City in Isometric

The Ocean Park Replanned



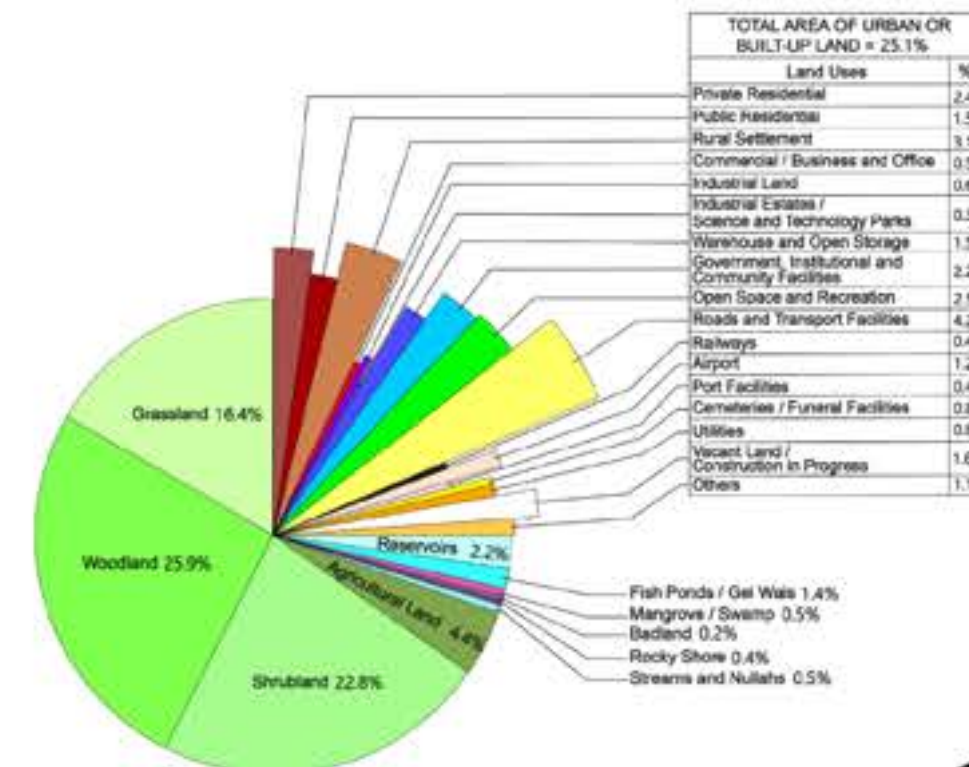
South
China
Sea



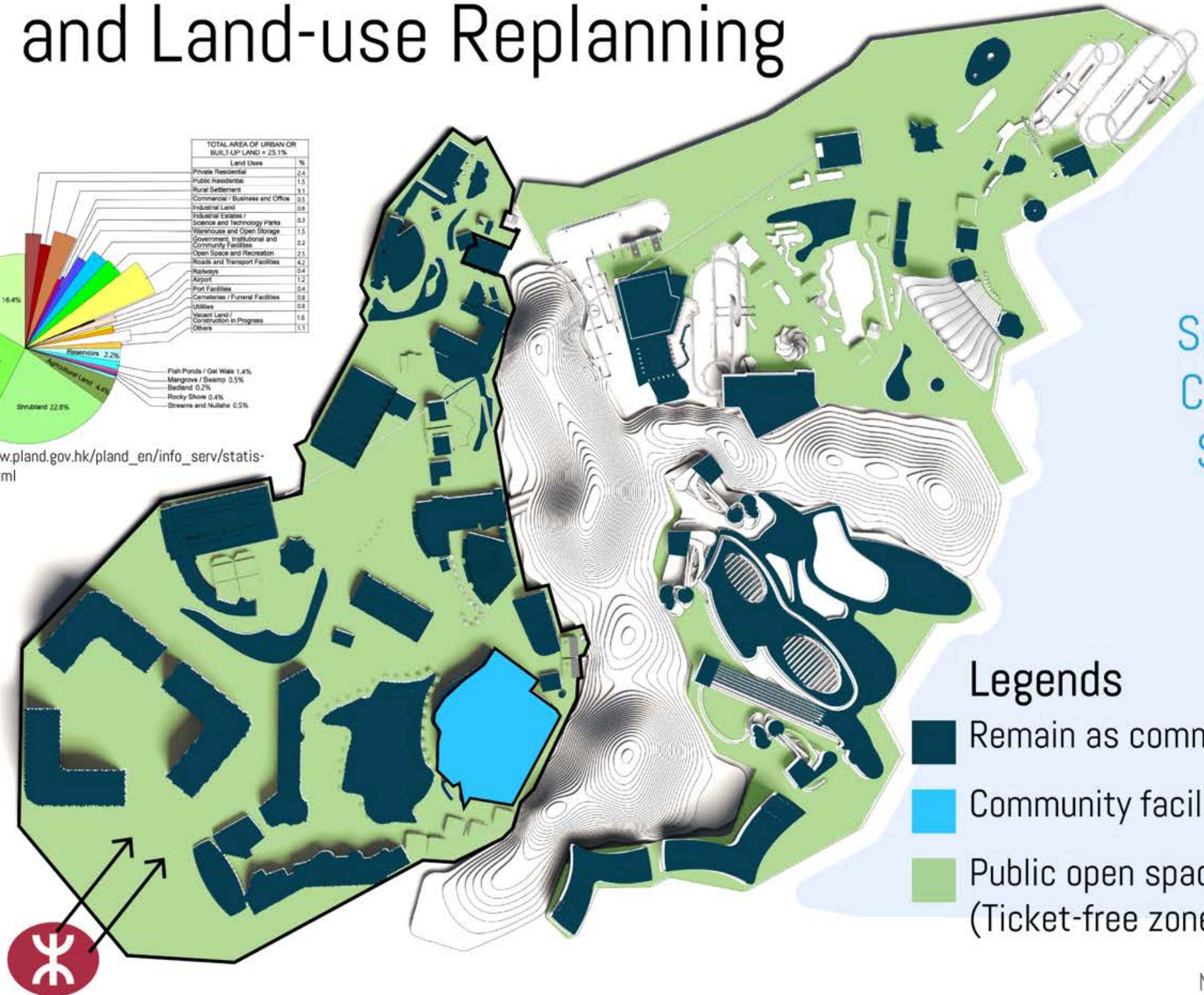
North

Ticketing System and Land-use Replanning

The open space of Ocean Park will be recategorized from commercial land-use (which forbids entry because of the nature of privatized land) to ticket-free public open space and recreation. Tickets for entertainment facilities will be paid-upon-arrival so that the open space can be publicly accessible for all citizens while OPC can continue profitting.



https://www.pland.gov.hk/pland_en/info_serv/statistic/landu.html



South China Sea

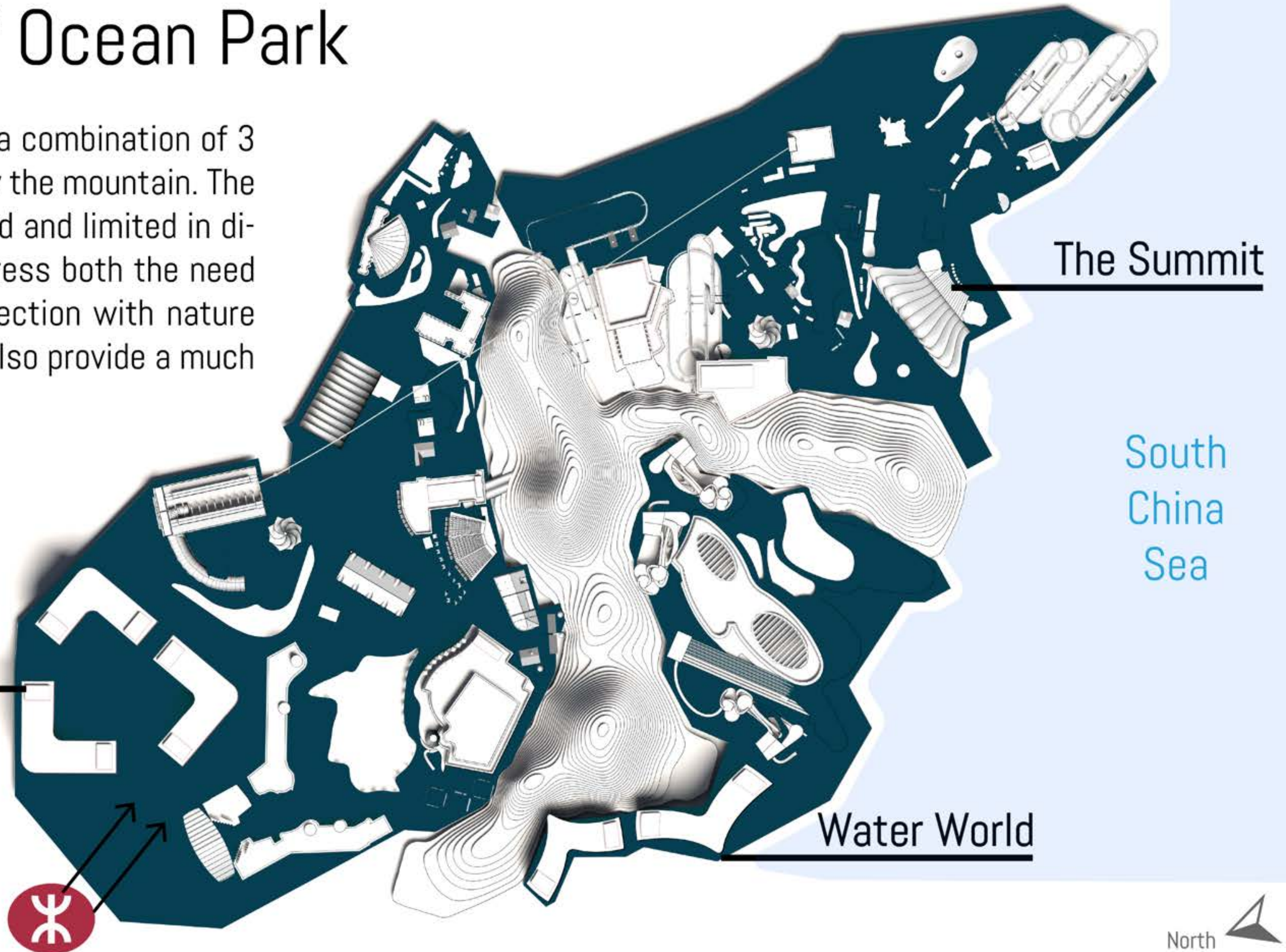
Legends

- Remain as commercial
- Community facility
- Public open space (Ticket-free zone)



Current Zoning of Ocean Park

The current zoning of Ocean Park is a combination of 3 distinct thematic areas separated by the mountain. The experience they offer is disconnected and limited in diversity and quantity. In order to address both the need and necessity of human's interconnection with nature and overall wellness of human, and also provide a much more meaningful journey beyond sheer entertainment, we are reconfiguring the ocean park and reflecting on how and why the "park" should be planned.

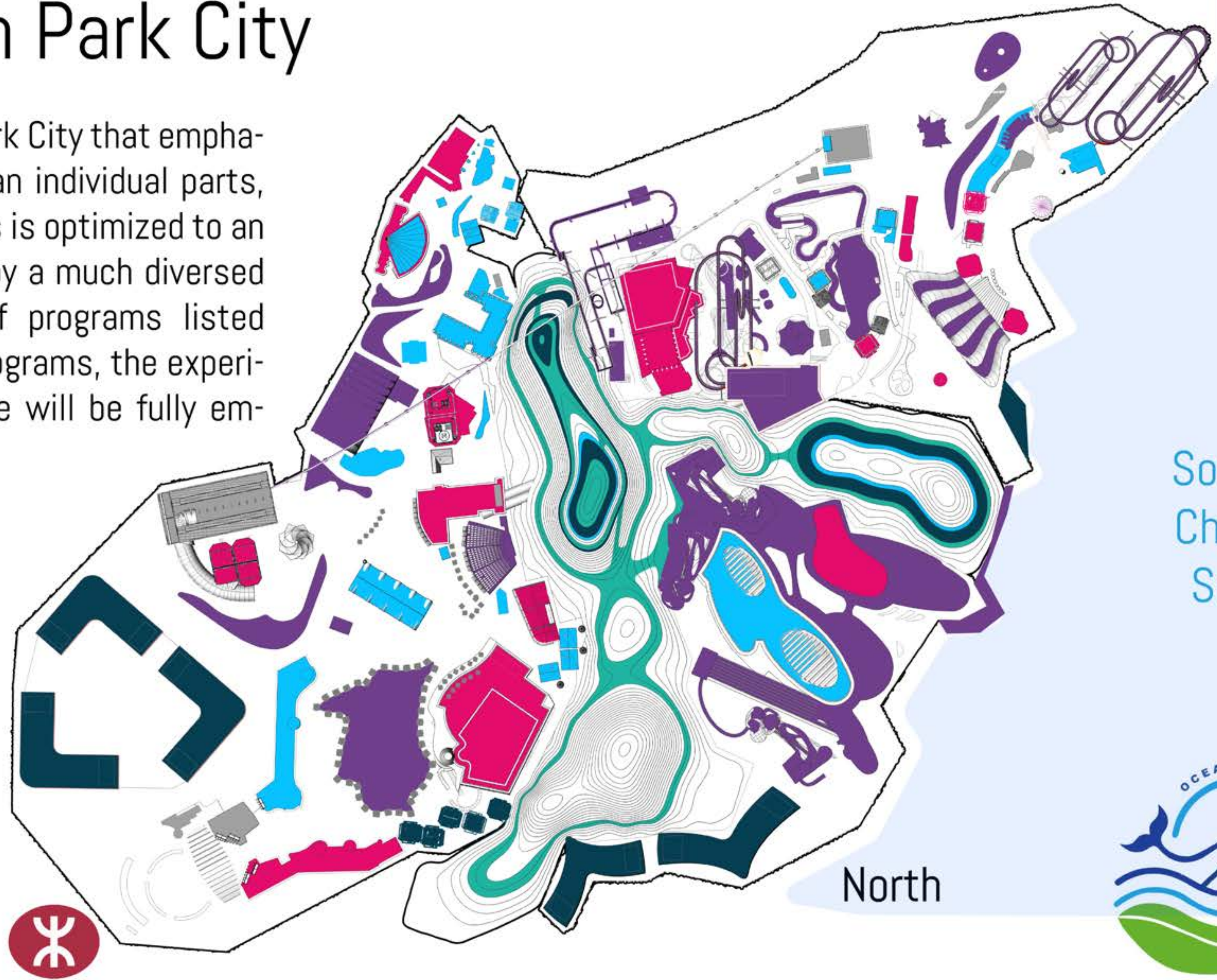


Replanning Ocean Park City

As Ocean Park morphs into Ocean Park City that emphasizes on the whole image rather than individual parts, the traditional land-zoning by themes is optimized to an integrated whole where visitors enjoy a much diversified experience from five categories of programs listed below. By these newly introduced programs, the experiences of human-nature co-existence will be fully embraced.

Legends

- Accommodation Estate
- Shopping Village
- Adventure Mountain
- Leisure World
- Cultural Center

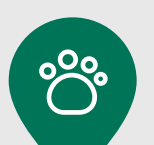
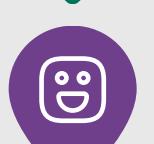


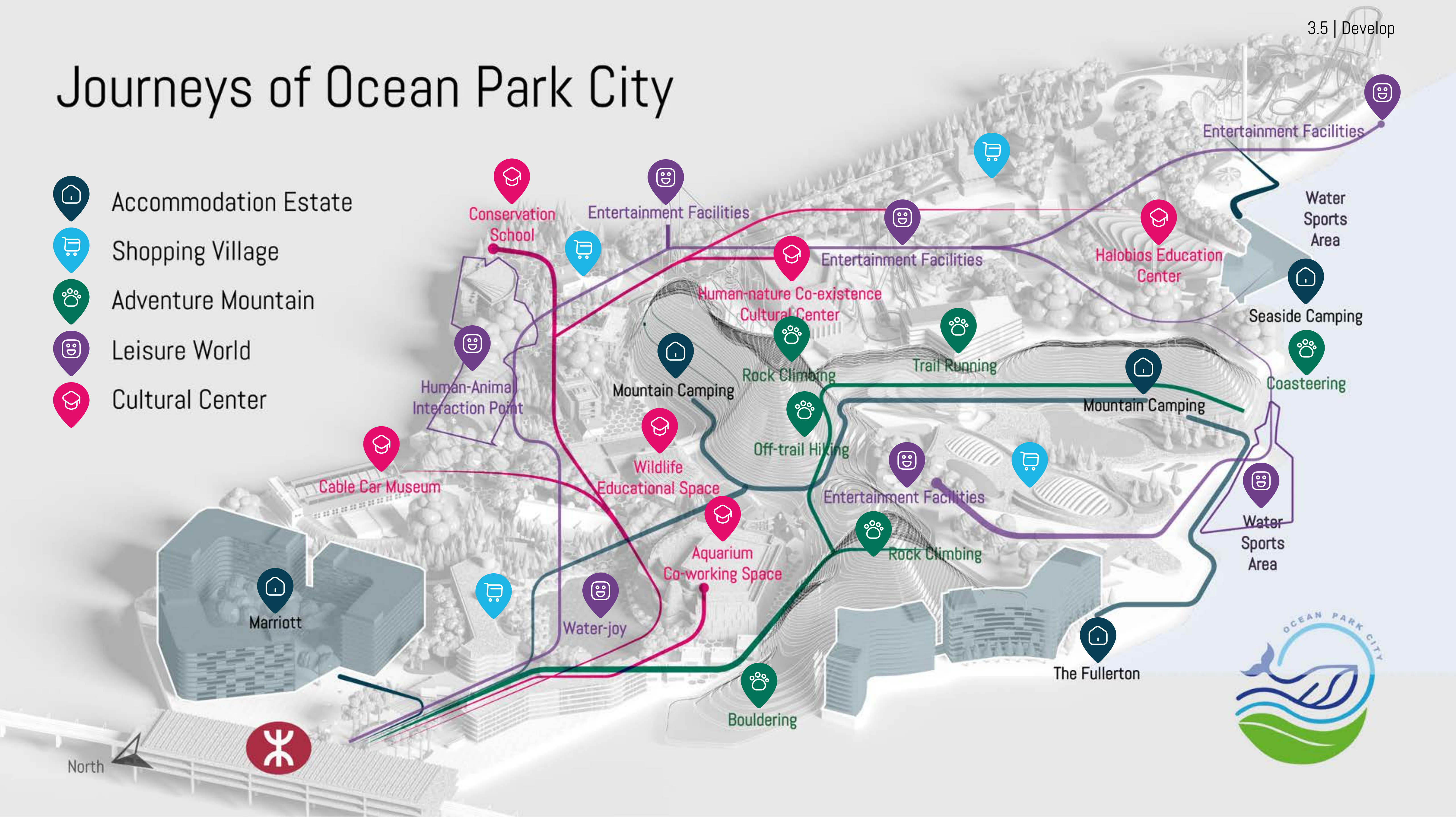
South
China
Sea

North



Journeys of Ocean Park City

-  Accommodation Estate
-  Shopping Village
-  Adventure Mountain
-  Leisure World
-  Cultural Center





Journey of Accommodation

Beyond the accommodation for the sake of accommodation, Ocean Park City provides opportunities for people to embrace nature and dwell within it for a period of time. It is made possible by mountain and seaside camp sites distant from the crowd. Whoever you are, tranquility will find you here.





Journey of Shopping

From the previously souvenir and catering-oriented shopping, to a more diversified commodity spectrum including educational materials and experience-based products, the experience of shopping in the Ocean Park City is enhanced and diversified.

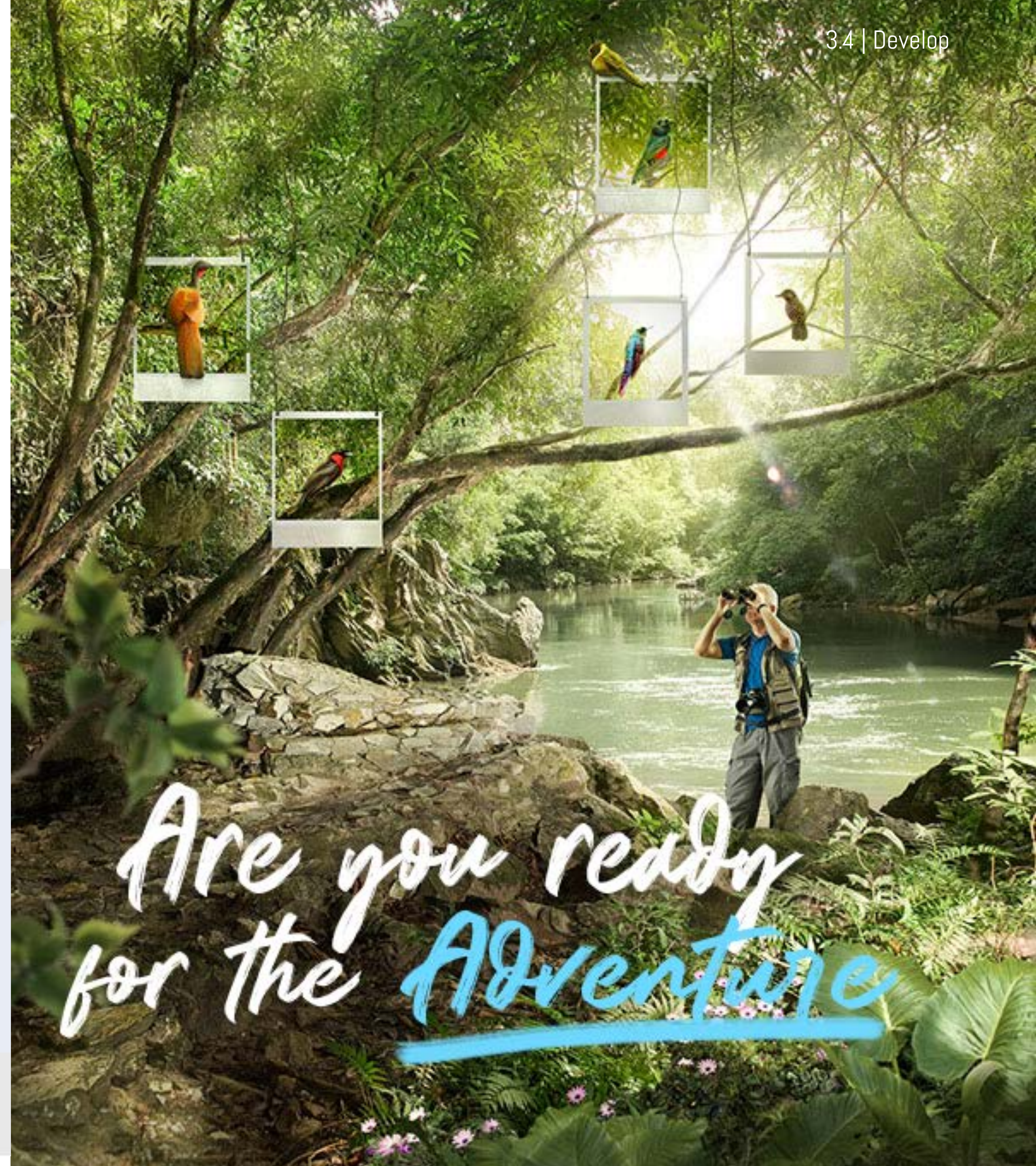


*Are you ready
for Working from Ocean*



Journey of Adventure

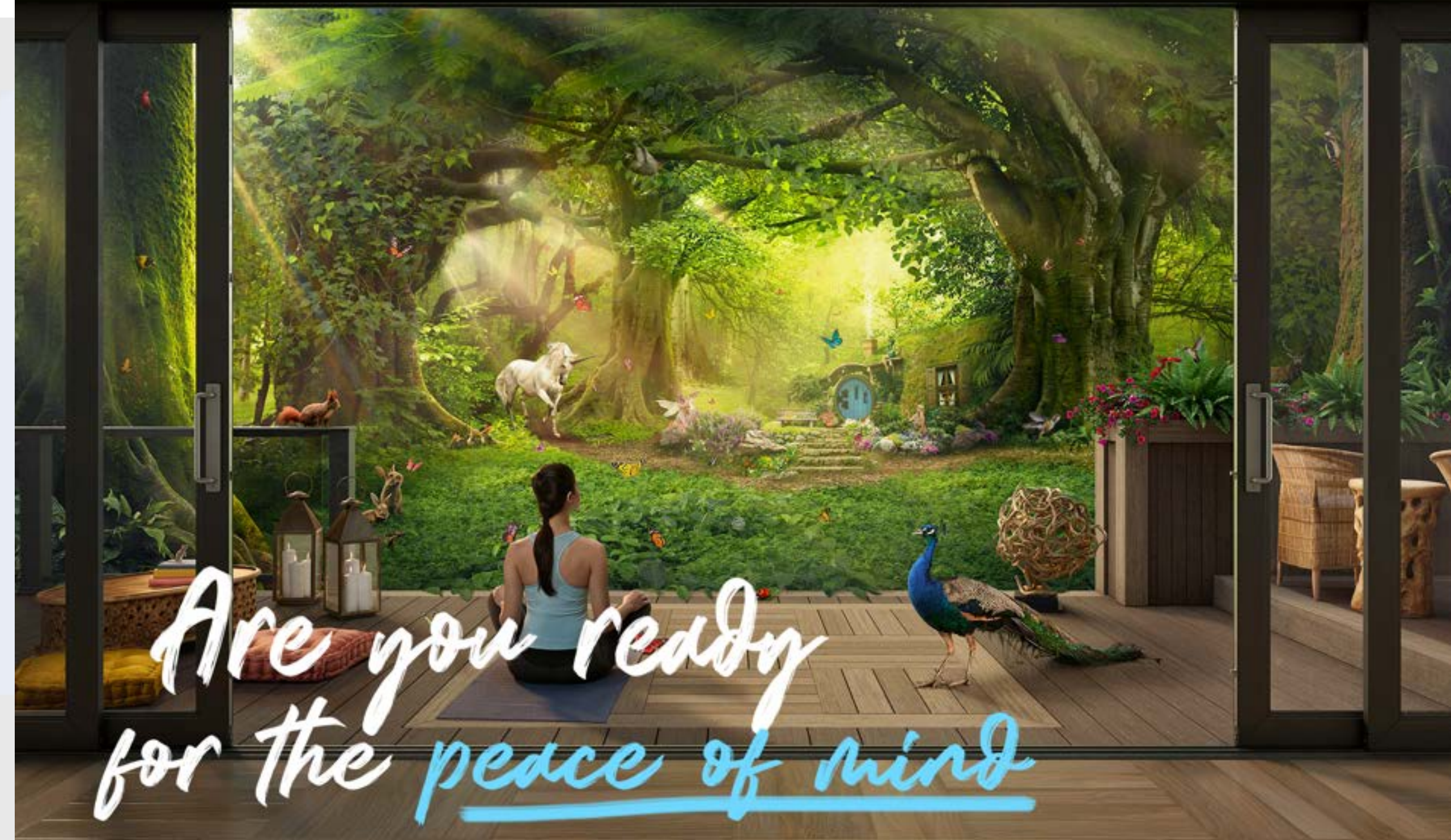
In order to understand the nature and learn to protect it, one needs to be within it and experience it first-handedly. Thus, combined with satisfying needs for outdoor sports, Ocean Park City provides additional adventure options at adjacent mountains and coastline, such as rock climbing, rock climbing, coasteering and much more.





Journey of Leisure

The first major step of satisfying leisure needs will be setting the entirety of public open space ticket-free, making the space fully accessible for all walks of life. Secondly, existing entertainment facilities will operate by paid-on-arrival. Also, additional leisure areas are established such as water sports area, diversifying the leisure activities.





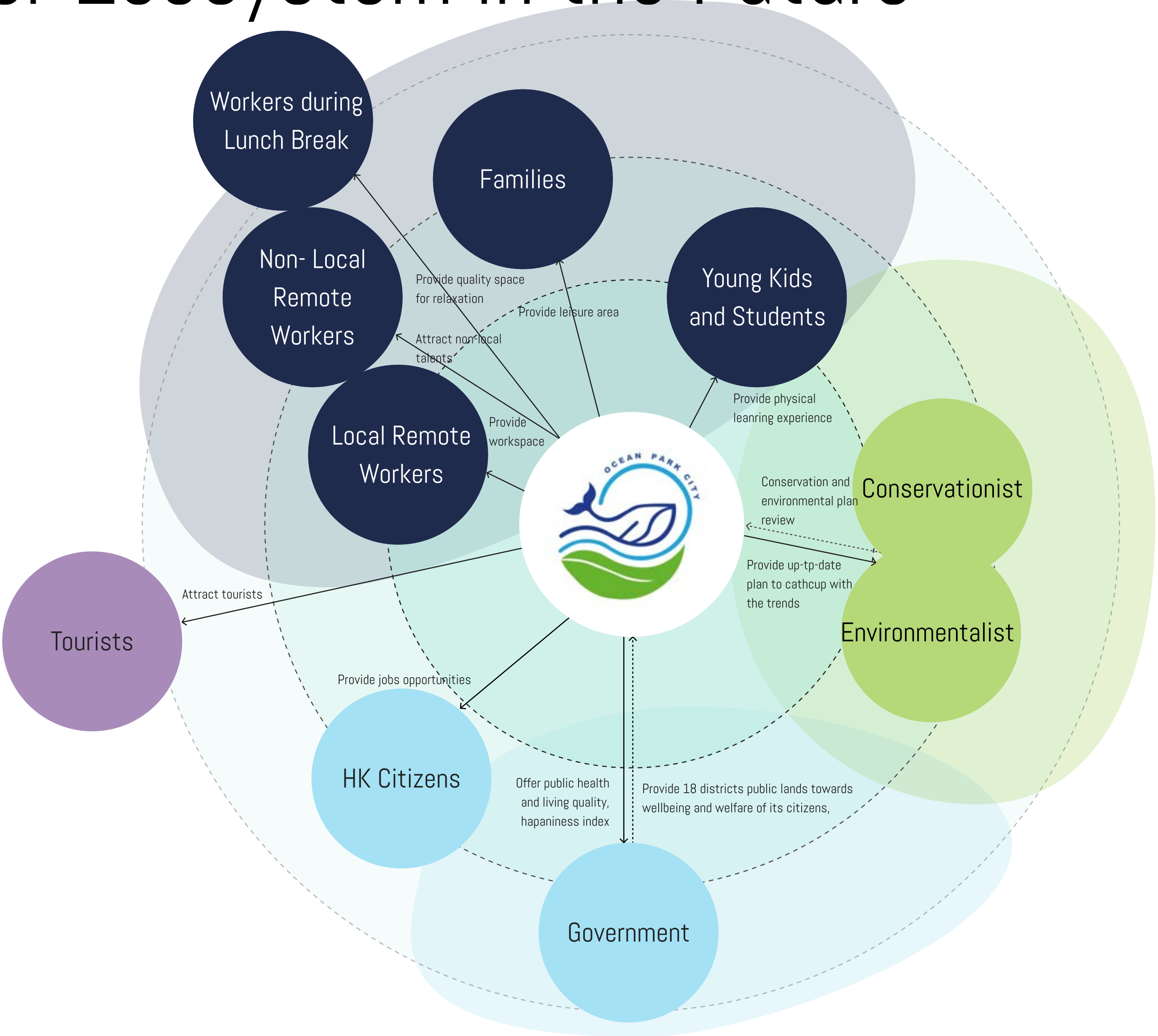
Journey of Cultural Activities

Edutainment is the next step towards excellence of merging education with entertainment. Ocean Park City caters to immediate needs such as work-life balance improvement of Hong Kongers. Moreover, in the long run, educational facilities to promote human-nature co-existence established for future kids to learn the responsibilities of being a modern citizens, not by tedious reading, but real-life interaction with conservationists and animals.



Deliver

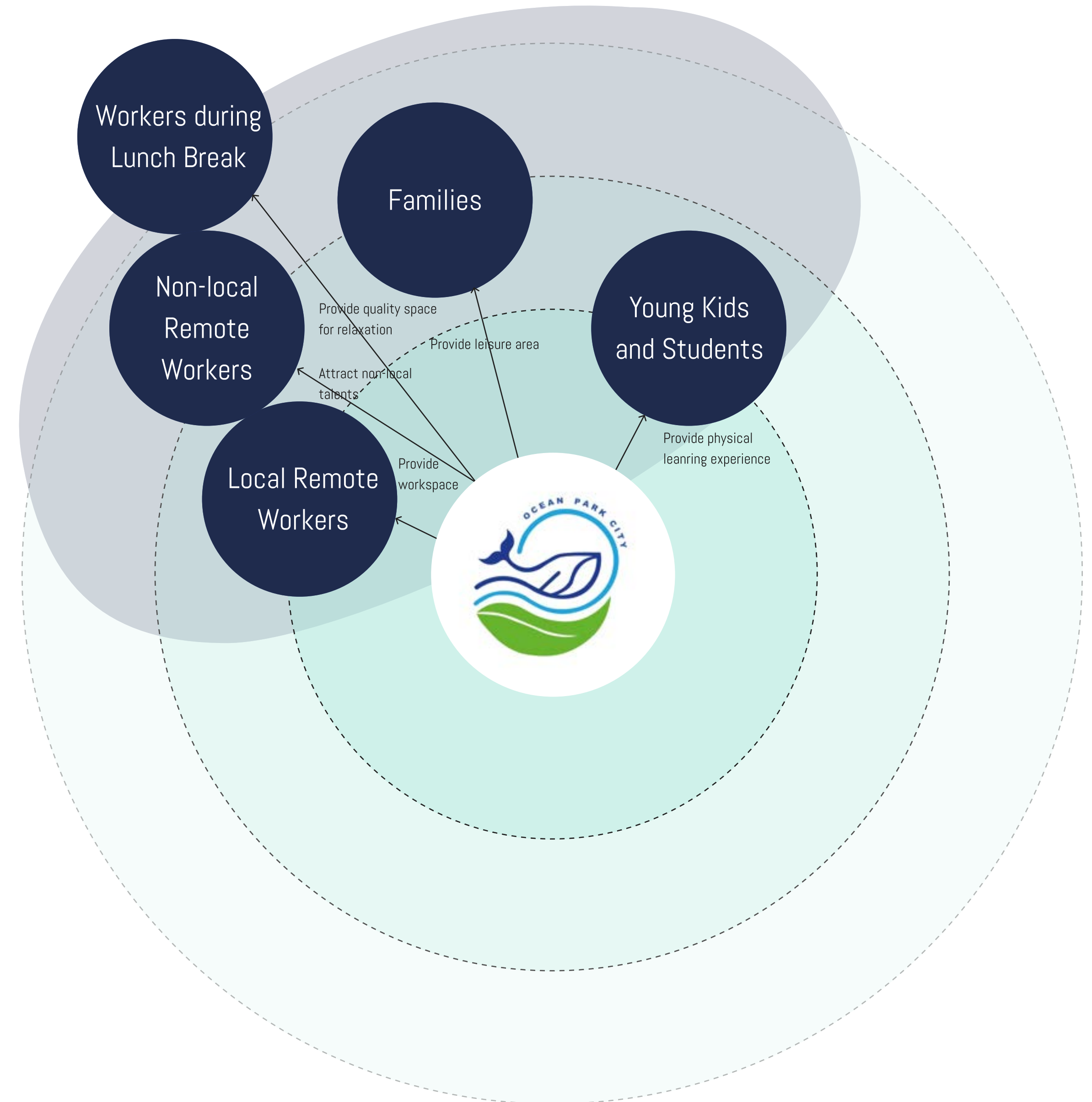
Stakeholder Ecosystem in the Future



Primary Stakeholders

Redefining Leisure Service

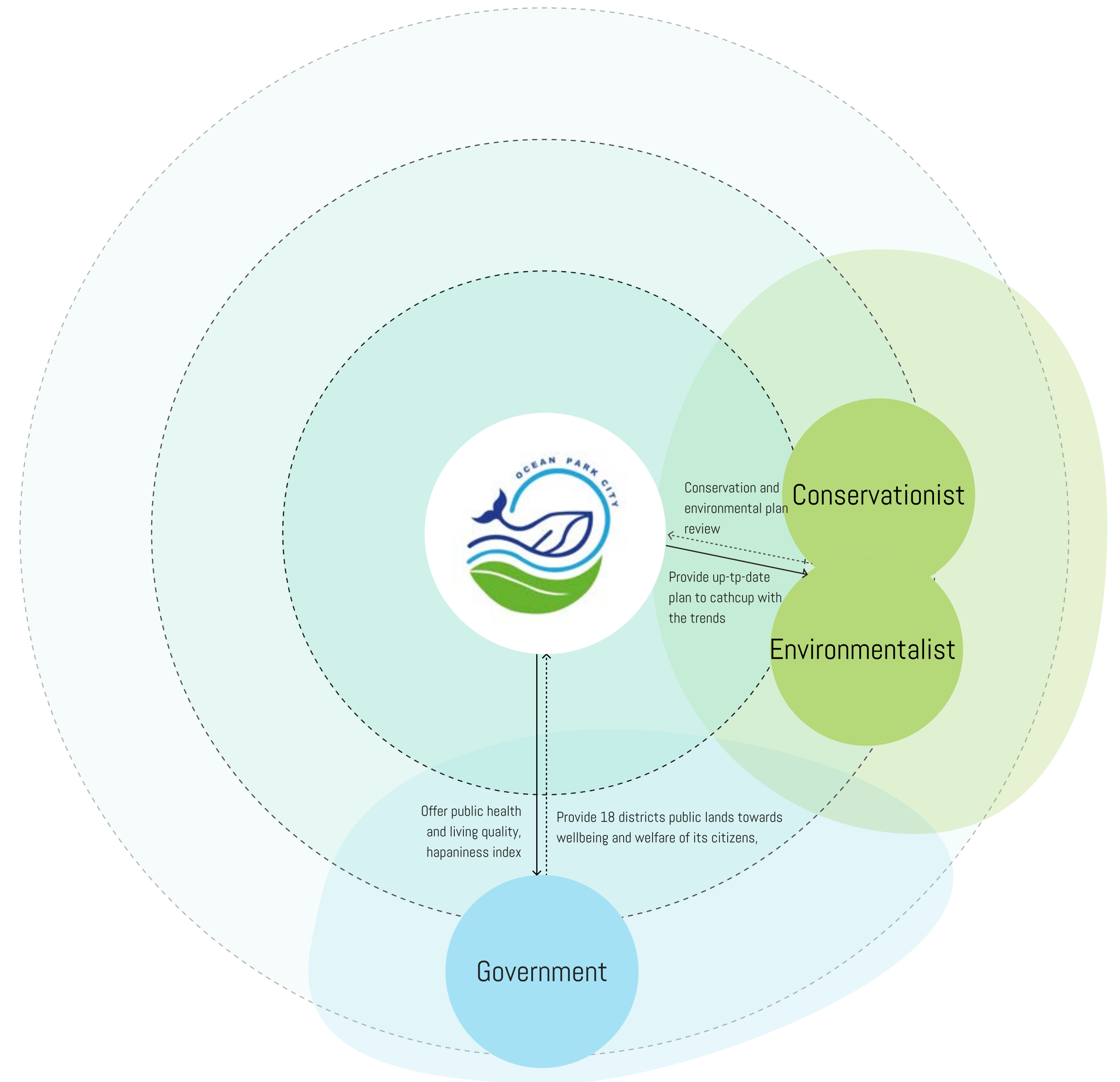
- Bringing leisure and daily life closer together
- Form communities to promote time well spent
- Educate and promote Co-existing/ Co-living with nature
- Easily accessible within 15-minute travel, cost of commute minimized



Secondary Stakeholders

Adopt latest urban planning approach in strategize and optimize the use of land

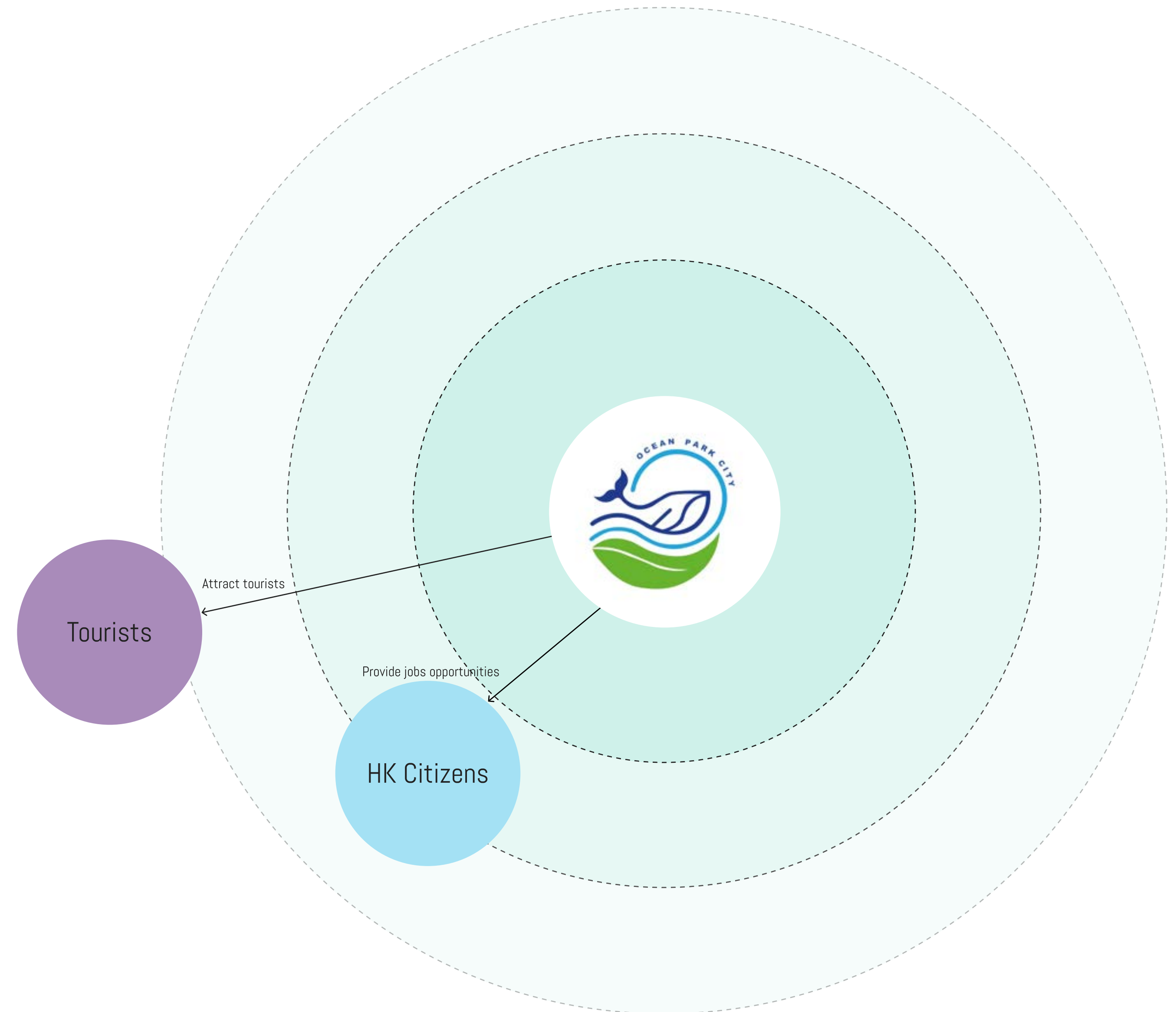
- Well use of the land for the sake of citizens and the future development of park
- Collaborate with gov. to achieve the best use of public spaces, unused lands, and especially land under-utilized due to wrongful categorization



Tertiary Stakeholders

Create opportunities for local citizens and attract foreign tourists/ talents.

- Provide esthetic co-existence with nature environment to create new attraction to tourists
- Provide new job opportunities for HK citizens



Live amidst nature at
Hong Kong New City of Leisure





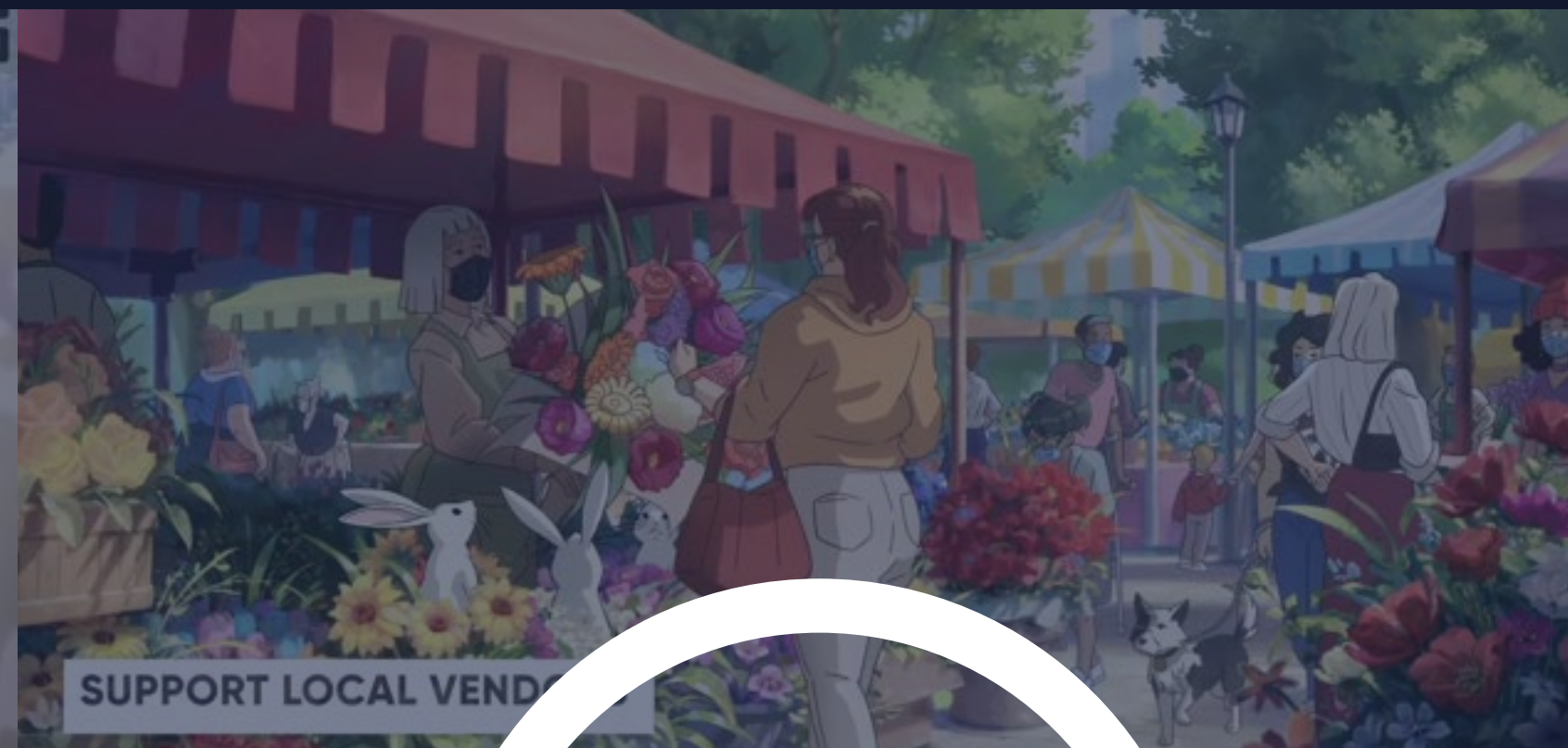
THE OCEAN PARK CITY

A REVOLUTIONARY RECREATION AND LEISURE SPACE DESIGNED FOR ALL

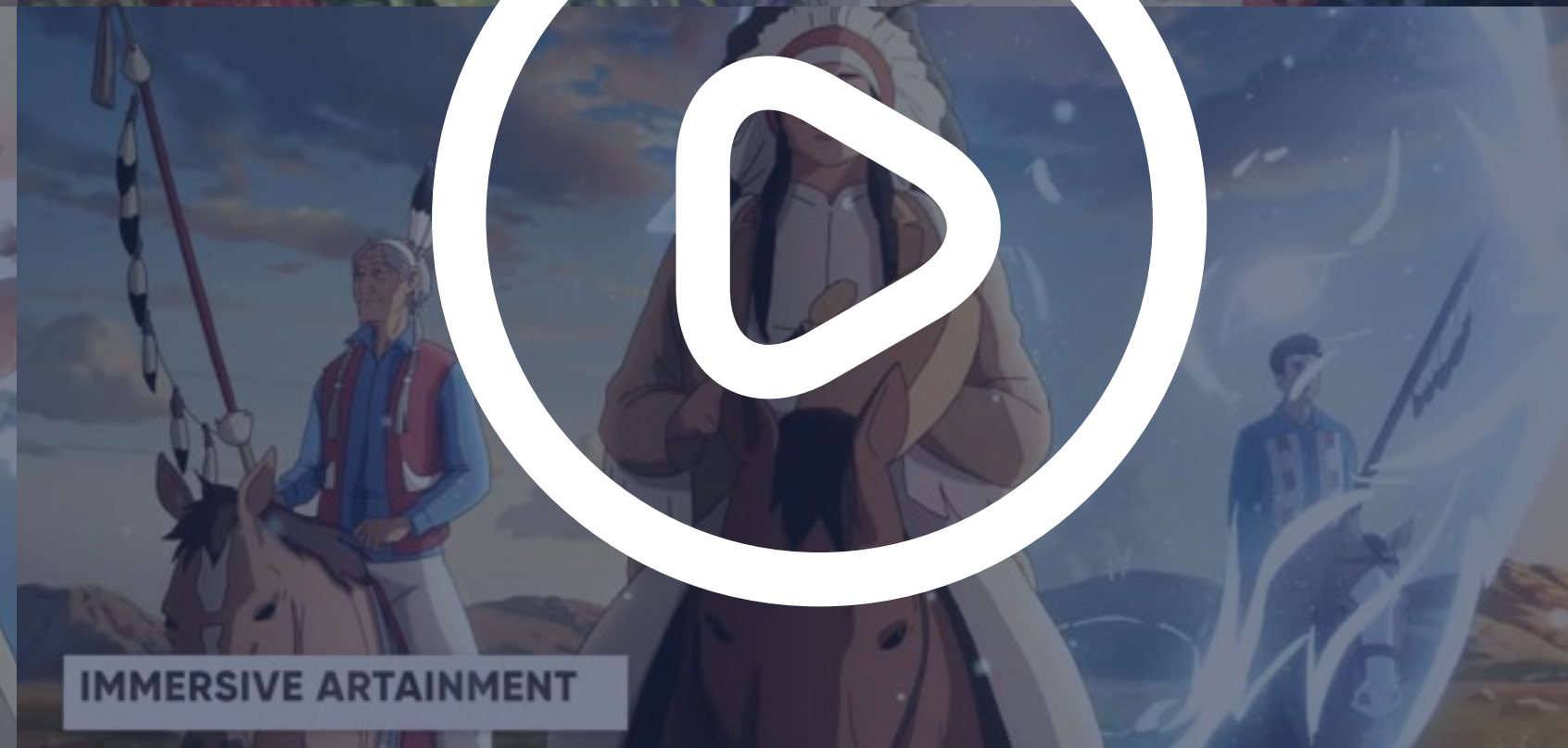


LEISURE WORLD

HERITAGE, BIODIVERSITY,
AND CONSERVATION EDUTAINMENT



SUPPORT LOCAL VEND



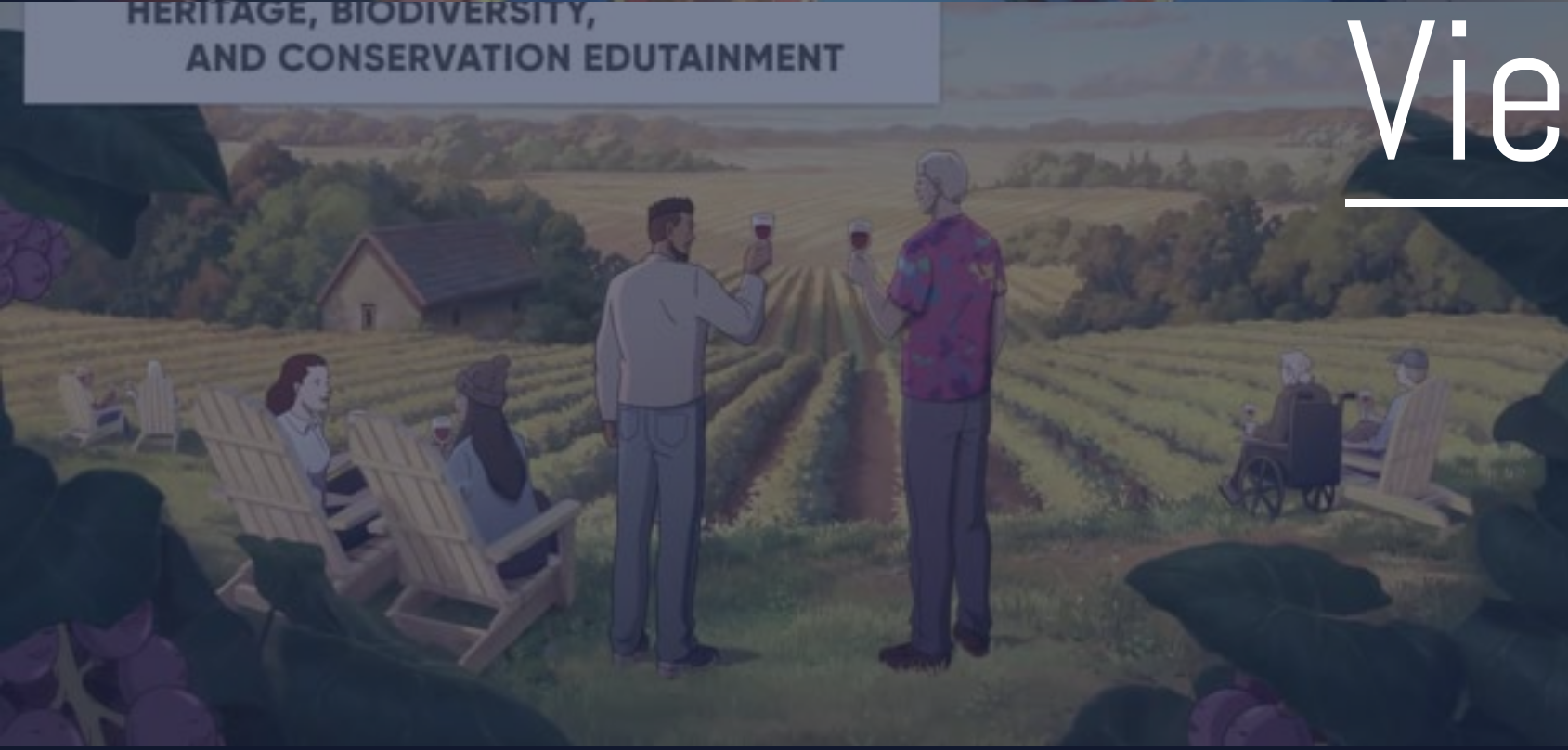
IMMERSIVE ARTAINMENT



SHOPPING VILLAGE



CULTURAL DISTRICT



COMMUNITY PERFORMANCE

AT ACCOMMODATION ESTAB



ADVENTURE MOUNTAIN

View Ocean Park City Vision

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