



Invitation for Expressions of Interest
for
**Design and Implementation of
Ticketing and Admission System**

Ocean Park Corporation (The Corporation) invites expressions of interest in undertaking a replacement project – Design and Implementation of Ticketing and Admission System (hereafter TAS) – to provide a total integrated solution from concept to deployment, and from infrastructure to application.

The project includes design and implementation of an innovative TAS to manage ticket sales, covering B2B and B2C markets as well as education programmes. The TAS will be used to control admissions into both the Park and Water World. The system will serve as an integrated platform to connect related IT systems to maximise guest experiences and sales revenues. The integrated platform will enable guests to make the most out of their discovery journeys by making hotel, admission ticket, restaurant, ride, show and Ocean FasTrack reservations on the Ocean Park website or mobile app. In addition, the integrated platform will support loyalty programmes, use of wristbands and cash-free payments.

The Corporation is looking for an industry leader to carry out the project. The successful tenderer will provide services in four major areas: 1. Professional Consultancy; 2. Design and Implementation; 3. System Integration; 4. Maintenance and Support.

Respondents are expected to possess the following qualities and demonstrate in the submission:

1. A minimum of 3 years of professional experience in providing TAS solution with integrated platform in the Resort Industry;
2. A high level of industrial knowledge and innovative technology for Total Integrated Solutions;
3. The capability for system integration across different IT systems;
4. Excellent customer and project references in the past five years;
5. A highly experienced team with an excellent track record in similar projects;
6. Excellent project management capability to ensure control of works and co-ordination with other contractors and stakeholders; and

7. Audited financial statements from the last three financial years (compulsory document).

All expressions of interest submissions must be deposited into our tender box situated at the Administration Building Annex of Ocean Park, Aberdeen, Hong Kong, at or before 3.30 pm on **12 February 2018** (Hong Kong time). Late submission will not be considered.

Expressions of interest must be contained in a sealed envelope marked with the following details:

**Expressions of Interest for
Design and Implementation of Ticketing and Admission System**

**Ocean Park Corporation
Aberdeen
Hong Kong**

Attention: Chief Financial Officer

Submissions by fax or e-mail will not be accepted.

The Corporation will invite short-listed applicants to submit tender proposals in due course. Applicants who do not hear from the Corporation within three months should consider their expressions of interest unsuccessful.

The Corporation reserves an absolute discretion to invite or not to invite any firm to submit tender proposals.

The Corporation is one of the public bodies listed under the Prevention of Bribery Ordinance. It is an offence in law for anybody to offer advantages to any employees or consultants of the Corporation in connection with this expression of interest exercise or the subsequent tender exercise.

Should you have any further queries, please feel free to contact Mr Dennis Wong at phone no. (852) 3923 2878 or e-mail: dennis.wsd.wong@oceanpark.com.hk.