



For Immediate Release

American Express and The Star Ferry Launch Exclusive Year-Round HK\$1 Single Ride Offer Across Victoria Harbour



Photo: Courtesy of American Express and Star Ferry

(Hong Kong, January 2, 2025) American Express and The “Star” Ferry Company, Limited (Star Ferry) announce an exclusive offer for American Express Cardmembers. **From now until December 31, 2025¹**, American Express Cardmembers can enjoy **Star Ferry single ride for just HK\$1** with an eligible American Express Card, making it more rewarding than ever for local residents and travelers to enjoy Victoria Harbour.

During the offer period, Cardmembers can enjoy the offer by paying with their eligible American Express Card via contactless or digital wallet payments; they can also set their eligible American Express Card as the default card on their digital wallets for greater convenience when exploring Hong Kong.

Desmond Leung, Vice President and General Manager of Global Merchant & Network Services for Greater China, American Express, said, “At American Express, we’re excited to give our Cardmembers more reasons to explore Hong Kong’s charm aboard the iconic Star Ferry. The launch of this exclusive offer not only enhances the experience for our Cardmembers but also drives footfall to support Star Ferry and surrounding merchants, helping attract local residents alongside mainland China and international visitors. Together, we’re creating value for our Cardmembers while celebrating one of Hong Kong’s most cherished icons.”

Stephen Chau, General Manager of The “Star” Ferry Company, Limited added, “Star Ferry has always served both Hong Kong residents and visitors; thus, we are excited to work with American Express and offer their Cardmembers a more rewarding journey in Hong Kong, whether it is for daily transit or experiencing the city. In line with our operational approach to constantly introduce new measures, we look forward to providing more incentives for our passengers in the electronic payment sphere.”

¹ Exclusions, blackout dates and Terms and Conditions apply. Offer is only available to Eligible Cardmembers who tap at turnstile with an Eligible Card directly in-person. Offer is available on a first-come first-served basis. Program details: go.amex/starferry.



Press Images (High-res link <https://bit.ly/3DzJwv8>)



From now until December 31, 2025, American Express Cardmembers can enjoy Star Ferry single ride for just HK\$1 with an eligible American Express Card via contactless or digital wallet payments.

The offer aims to give local residents and travelers more reasons to enjoy Victoria Harbour aboard the iconic Star Ferry.

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ABOUT AMERICAN EXPRESS

American Express is a globally integrated payments company, providing customers with access to products, insights and experiences that enrich lives and build business success. Learn more at americanexpress.com/hk and connect with us on facebook.com/americanexpresshongkong, instagram.com/americanexpress, linkedin.com/company/american-express, [X.com/americanexpress](https://x.com/americanexpress), and youtube.com/americanexpress.

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ABOUT STAR FERRY

The “Star” Ferry Company, Limited have been providing cross-harbour ferry services between Hong Kong Island to Kowloon since its establishment in 1898. Not only is The “Star” Ferry an essential part of Hong Kong transportation system, it has also become one of the most remarkable icon of the city. National Geographic Traveler named the “Star” Ferry crossing as one of 50 ‘places of a lifetime’. For more information, please visit: <http://www.starferry.com.hk>.



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