



A Taste of Finnish Fun

Shortly after its first overseas debut in Hong Kong, Finland's SuperPark is already planning to replicate the proven-success model to other Asian cities and beyond.

SuperPark, the all-in-one indoor activity park, arrived in Hong Kong in late 2017. First opened in Vuokatti in 2012, the company currently runs 11 indoor parks in Finland, while the launch of SuperPark Hong Kong last year marks its first overseas expansion wave which will include Sweden, France and Mainland China.



With multiple activity areas and party rooms, SuperPark Hong Kong spans 45,000 square feet where visitors can participate in more than 20 activities for one entrance fee. SuperPark's goal is to share the sheer joy of movement and welcome people of all ages and fitness levels, as Mark Kumarasinhe, Asia CEO of SuperPark, said, "Our DNA is about family participation. Not only children are welcomed, we also strongly recommend moms and dads to participate."

Within three months of operation SuperPark Hong Kong has attracted over 100,000 visits, a number that has greatly exceeded the team's expectation.

With overwhelming response in Hong Kong, SuperPark's next venture is to replicate this successful model to Asia and they are reviewing four locations at the moment. Kumarasinhe expects that there will be half a dozen of SuperParks operating across Asia over the next two years.

"Our Hong Kong office is responsible for the rollout across Asia and the Middle East," Kumarasinhe remarked, "so it's



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Asia CEO
SuperPark

very important for us to have access to quality staff in all areas, including front line staff, and also professional staff that can build the platform on a regional basis, such as engineers, project managers, and experienced marketing staff."

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Kumarasinhe finds it very easy to set up a business in Hong Kong. "The process of registering business, accessing consultants and service providers, as well as staff hiring have been very smooth for us," he added, "I'm delighted that we opened the first SuperPark in Asia here in Hong Kong."

This summer, the company will launch SuperProgram and SuperCamp, two educational and developmental programmes specially tailored for Hong Kong market, as well as the world renowned football game RoboKeeper in the heart of FIFA World Cup. "We are always looking to improve, and will keep on rolling out new formats and new ways to engage and interact with our guests in the next couple of months," Kumarasinhe said, "we will continue to add new concepts to Hong Kong."

SuperPark

- First opened in Vuokatti, SuperPark has presence in Finland, Sweden, Hong Kong and Mainland China
- SuperPark Hong Kong opened in December 2017
- Its Hong Kong office currently employs 150 front-line and office staff

 Superpark.com.hk

Watch the video:

