

XVENTURE LEAPS INTO HONG KONG TO ANCHOR REGIONAL SPORTAINMENT EXPANSION

Singapore's active sports brand, Xventure, leverages the city's unique advantages to scale its innovative experiential concepts across Asia.



“Hong Kong gives us a massive leap to showcase our brand internationally.”

HEIDI TIAN

Founder and Chief Executive Officer
Kiztopia

“Every market is very different. It rarely goes as smoothly as you expect.” For Heidi Tian, Founder and Chief Executive Officer of Kiztopia, that hard-won lesson shaped a deliberate choice to anchor Xventure's Asian expansion in Hong Kong.

Spotting the Gap

After seven years building Kiztopia, the family edutainment brand behind Xventure, Tian saw the younger kids' segment maturing while a clear whitespace was opening up among teenagers, university students and young professionals who wanted active and social experiences. “It's not about competition,” she explained. “It's social entertainment and sports together on one platform.”

Xventure answered that demand with a 20,000-square-foot indoor sports park at Kornhill Plaza, Quarry Bay, the first venue of its kind in Hong Kong. The venue features 26 high-energy challenges designed to captivate experience-first consumers.

A Rare Space for Large-Scale Experiences

A key driver behind the Hong Kong launch was the opportunity to secure a venue with the scale and ceiling height needed for Xventure's most ambitious attractions. “There's not a lot of this kind of big-space offering, and that adds an advantage for us,” Tian noted.

“This unit has a lot of high ceiling space, so we have put up a little bit more exciting adventure concepts into

Hong Kong.” That flexibility also reflects the group's localisation philosophy. “Every unit should be slightly different to differentiate from each other,” she added, drawing on lessons gathered across Singapore, Thailand and now Hong Kong. The result is a flagship that reinforces Xventure's premium positioning and serves as a regional springboard for the group's wider Asian expansion.



Capturing the Experiential Leisure Market

The city's sophisticated retail landscape and unique cross-generational demand offer an ideal market for experiential entertainment. “Hong Kong consumers are diverse, sophisticated and quick to embrace innovative experiences, making pioneering a large-scale venue in the city a natural choice to drive new growth,” said Ricky Ng, General Manager of Kiztopia Hong Kong.

Tian added that the city's appeal extends beyond demand. “Hong Kong is SME-friendly. The economy is strong, and consumer acceptance for innovative ideas is there.”

Scaling with InvestHK's Support

InvestHK provided crucial support to navigate local dynamics. “The team referred us to experienced licensing and fit-out consultants who helped us successfully secure our licence and meet our tight deadlines,” Ng noted. “They have truly enabled us to scale and diversify our footprint across Hong Kong's evolving retail and leisure landscape.”

Watch the video:



Xventure

- Xventure is a spin-off of its family edutainment destination arm, Kiztopia, which established its presence in Hong Kong in 2022
- Following its debut in Chiang Mai, Thailand, Xventure successfully launched its 20,000-square-foot sports park in Hong Kong in May 2026

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