



## News Release

For Immediate Release

# Wynn Brings First Ever HallyuPopFest to Macau in October

21 & 22 OCTOBER 2023, WYNN PALACE

TICKETS ON SALE FRIDAY, 25 AUGUST AT 12PM

**(Wednesday, 23 August 2023)** Wynn Macau, the world's leading luxury integrated resort operator, is pleased to bring **HallyuPopFest** to Macau for the first time, where some of the biggest names in K-pop will perform live on the Wynn Palace lawn. On 21 and 22 October, a wave of artistes, featuring headliners – **NCT DREAM** and **SHINee** alongside **HYOLYN, KARD, Sam Kim, VERIVERY, Cherry Bullet, OMEGA X, H1-KEY** and **NINE to SIX** – are slated to perform live at the world's first outdoor HallyuPopFest on the lawn of Wynn Palace.

A first-of-its-kind for Macau, Wynn will host HallyuPopFest Macau 2023 in partnership with AEG Presents Asia and H.A.H. Entertainment. The two-day bash in October promises to be an electrifying weekend to remember with a total of 10 star-studded acts taking to the stage on the Wynn Palace lawn. Headline act NCT DREAM will open the first night and SHINee will headline the second night. On both days, VIP guests are exclusively invited to attend glamorous **Red Carpet** events for up-close and personal encounters with their favorite artistes. **Hi-Wave Meet & Greet** events will also be held for fans to meet their K-pop idols. In true HallyuPopFest tradition and in celebration of Korean culture, visitors will have the chance to taste delicious K-Food and enjoy drinks, photo opportunities and activities at **HallyuTown** on the festive Wynn Palace lawn.

Ms. Linda Chen, President and Vice Chairman of the Board of Wynn Macau, Limited, said of the event: "Wynn is thrilled to stage the very first HallyuPopFest in Macau. Music tourism is on the rise around the world, and this annual K-pop festival has rapidly become a global sensation. By hosting major international music festivals such as these at Wynn Palace, our goal is to put Macau on the map as a top-tier destination for international events. Wynn will continue to play a proactive role in advancing Macau's tourism industry, promoting the integration of "Tourism + Events", contributing much more toward achieving moderately diversified economic development and boosting international visitation for Macau.

Adam Wilkes, AEG Presents Asia's President & CEO, shared his excitement, saying, "AEG Presents is excited and proud to be partnering with Wynn Palace to promote HallyuPopFest 2023 in Macau. The event has grown into a fan favourite around the world, and we are thrilled to be producing the very first outdoor version of the event on the brilliant Wynn Palace lawn. AEG Presents has promoted many major K-pop acts throughout the world, and now it is time to bring this great talent to Macau."



“Since the 2018 HallyuPopFest inaugural, we have journeyed across 3 continents - Asia, Europe and Australia. Over the five years, HallyuPopFest has hosted more than 300 Kpop Artistes, 71 million tweets globally and more than 70,000 fans have experienced the excitement of the Festival. The 5th Edition of HallyuPopFest is especially precious to me because it will be our first outdoor lawn version of HallyuPopFest and what better place than to be at the beautiful Wynn Palace. H.A.H. is honored to be in partnership with AEG Presents and Wynn Palace,” said Selena Ho, HallyuPopFest Founder and CEO of H.A.H. Entertainment.

### **HallyuPopFest Macau 2023**

**Dates:** Saturday & Sunday, 21 & 22 October 2023

**Venue:** Wynn Palace

**Ticketing:** Total Ticketing / Damai.cn

**Tickets on sale: Friday, 25 August at 12PM (CST)**

More details to be announced on the HallyuPopFest Macau 2023 website and socials:

**Website:** [www.hallyupopfest.com/macau2023](http://www.hallyupopfest.com/macau2023)

**Weibo:** [@永利草地音乐节](http://weibo.com/hpfmacau2023)

**Douyin ID:** 41288340853/@永利草地音乐节

**Instagram:** [www.instagram.com/hpfmacau2023/](http://www.instagram.com/hpfmacau2023/)

**Twitter:** [twitter.com/hpfmacau2023](https://twitter.com/hpfmacau2023)

**Facebook:** [www.facebook.com/hpfmacau2023/](http://www.facebook.com/hpfmacau2023/)

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[IMAGES AVAILABLE HERE](#)

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### ABOUT WYNN MACAU

[Wynn Macau](#) is a luxury hotel and casino resort in the Macau Special Administrative Region of the People's Republic of China with two iconic towers featuring a total of 1,010 spacious rooms and suites, approximately 294,000 square feet of casino space, approximately 64,300 square feet of retail space, 14 food and beverage outlets, two spas, a salon and a pool. The resort proudly boasts three distinct entertainment experiences, including Macau's only choreographed Performance Lake, blending lofty plumes of water, gracefully choreographed music from Broadway tunes to renowned Chinese songs, powerful LED lights and fire effects.

Wynn Macau is operated by international resort developer [Wynn Resorts](#), recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world. Wynn Macau continues to hold the distinct honor of being the only resort in the world with 8 Forbes Five-Star Awards for seven consecutive years. Wynn Macau opened on September 6, 2006 and its second tower – Encore opened on April 21, 2010. For more information on Wynn Macau, visit [press.wynnmacau.com](http://press.wynnmacau.com).



## **ABOUT WYNN PALACE**

[Wynn Palace](#) is the second luxury integrated resort from international resort developer Wynn Resorts in the Macau Special Administrative Region of the People's Republic of China, following the launch of Wynn Macau. Located in the Cotai area, it features a 28-storey hotel with 1,706 exquisitely furnished rooms, suites and villas, versatile meeting facilities, approximately 107,000 square feet of renowned luxury retail, 14 food and beverage outlets, Macau's largest spa, a salon, a pool and approximately 468,000 square feet of casino space. The resort also features a variety of entertainment experiences, including the dazzling 8-acre Performance Lake that mesmerizes guests with a choreographed display of water, music and light, the unique SkyCab, spectacular, large-scale floral displays and an extensive collection of art works by some of the world's leading artists.

Wynn Resorts is the recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world. Wynn Palace is the first and only resort in the world with more than one thousand rooms to receive Forbes Travel Guide Five Star Awards. Wynn Palace opened on August 22, 2016. For more information on Wynn Palace, visit [press.wynnpalace.com](http://press.wynnpalace.com).

## **About AEG Presents**

Combining the power of the live event with a focus on true artist development, AEG Presents is a world leader in the music and entertainment industries. Operating across four continents, the company has an unparalleled commitment to artistry, creativity, and community. Its tentpole festivals and multi-day music events — which include the iconic Coachella Valley Music & Arts Festival and the legendary New Orleans Jazz & Heritage Festival alongside American Express Presents BST Hyde Park, Stagecoach, Hangout Festival, Electric Forest, and Firefly — continue to set the bar for the live music experience. AEG Presents promotes global tours for artists such as The Rolling Stones, Elton John, Taylor Swift, Celine Dion, Justin Bieber, Kenny Chesney, Paul McCartney, and Katy Perry, in addition to — through its network of clubs, theatres, arenas, stadiums and renowned partner brands such as Goldenvoice, Messina Touring Group, Concerts West, The Bowery Presents, PromoWest Productions, Marshall Arts, Madison House Presents, and Zero Mile Presents — creating and developing an unmatched infrastructure for artist development and audience reach. More information can be found at [www.aegpresents.com](http://www.aegpresents.com).

## **About H.A.H. Entertainment**

H.A.H. Entertainment began with a singular mission, to bring everything Hallyu (Korean Wave) To The World. The company liaises directly with Korean entities and engages top Korean production and technical teams to craft impressive stages and shows for audiences. Following the success of HallyuPopFest Singapore in 2018 and 2019, H.A.H. Entertainment took its first global leap in 2022, making waves with HallyuPopFest in the United Kingdom and Australia, and aims to further continue its expansion around the globe. Working with renowned Korean entertainment companies, H.A.H. Entertainment has brought top artists such as EXO's KAI, EXO's CHEN, Wanna One, NCT127, ASTRO, Taeyeon, MONSTA X, and many more, to participate in their music festivals. With the official launch of their mobile app, HallyuPyo — an



engaging Korean Pop focused application for fans to stay updated on their favourite K-Pop artists' live concerts and events — H.A.H. Entertainment has affirmed their stance to be recognised as a steadily evolving multi-faceted K-celebrity centric platform.

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