

## **LEGOLAND® Dubai Unveils Exciting Plans**

- *Merlin Entertainments announces exciting plans for first LEGOLAND® Park in the Middle East to open in 2016 as part of Dubai Parks & Resorts*

- *To feature six themed areas*

**Dubai-UAE: 15 October, 2014** – Merlin Entertainments plc ('Merlin'), Europe's number one visitor attractions operator, today announced exciting plans for LEGOLAND® Dubai, the seventh LEGOLAND Park to open worldwide. The Park, which will be operated by Merlin, is being developed in conjunction with Dubai Parks & Resorts Limited, a Meraas holding company. Scheduled to open in 2016, LEGOLAND Dubai will be the first LEGOLAND Park in the Middle East.

Located in Jebel Ali, LEGOLAND Dubai will cover a total of 3 million square feet and will feature over 15,000 LEGO® model structures made from more than 60 million LEGO bricks. This includes over 40 interactive rides, shows and attractions – all set in six themed areas, some of which are already favourites - LEGO City, Adventure, LEGO Kingdom, Create, LEGO Factory, and the ever popular magical Miniland.

As the first LEGOLAND theme park in the Middle East and the seventh worldwide, LEGOLAND Dubai will bring the well-known LEGO brick to life in a unique interactive world specifically designed for children aged 2-12, encouraging them to stretch their imaginations and their skills as the 'heroes' in a fun day spent together with friends and family.

Commenting, Nick Varney, CEO of Merlin Entertainments plc said: "We are delighted to be opening in Dubai and to be working with a partner as innovative and supportive as Dubai Parks & Resorts on this exciting new project. Dubai is the most important tourist centre in the Middle East and we believe that it is the ideal place for LEGOLAND. Not only is the LEGO concept already very popular here, but LEGOLAND's unique appeal for families with younger children is universal, making it a must do visit not just for 'local' visitors from Dubai and neighbouring Middle Eastern states; but also tourists visiting the region from all over the world. Indeed, we have no doubt that LEGOLAND Dubai will add a whole new dimension to Dubai's leisure scene."

Raed Al Nuaimi, CEO of Dubai Parks & Resorts Limited, said: "We are excited to have one of the world's leading global leisure operators join hands with us to enhance the entertainment and leisure offerings in Dubai and the wider region. Merlin Entertainments is globally respected by industry players and we are confident that LEGOLAND Dubai will add incredible value to the overall family entertainment experience at Dubai Parks & Resorts."

In addition to LEGOLAND Dubai, the first phase of Dubai Parks & Resorts will also comprise Motiongate™ Dubai and Bollywood Parks™ Dubai. Set for completion in 2016, Phase 1 will also feature Riverpark, a grand entrance plaza and Lapita, a family themed hotel.

Dubai Parks & Resorts Limited articulates Dubai's Tourism Vision 2020 which, under the directives of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, sets the guidelines for Dubai to double its annual visitor numbers from 10 million in 2012 to 20 million in 2020, and increase the economic contribution of the tourism sector.

**-Ends-**

### **Notes to Editors**

**MERLIN ENTERTAINMENTS plc** is the leading name in location-based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 104 attractions, 11 hotels/3 holiday villages in 22 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 20,000 + employees.

Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, The London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK Resort, Blackpool Tower, Heide Park Resort, WILD LIFE Sydney Zoo, Sydney Tower Eye and SKYWALK. All brands which are distinctive, challenging and innovative – and which have great potential for growth in the future. Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.

There are six other LEGOLAND® parks in the world – LEGOLAND® Billund in Denmark, LEGOLAND® California and LEGOLAND® Florida in the USA, LEGOLAND® Deutschland in Germany, LEGOLAND® Malaysia and LEGOLAND® Windsor in the UK.

### **For further information**

Merlin Entertainments plc

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### **About Dubai Parks and Resorts LLC**

Dubai Parks and Resorts LLC is a Meraas Holding company established in September 2014 to bring to life the leadership's vision of positioning Dubai as a formidable global tourist destination.

The company is developing Phase 1 of Dubai Parks & Resorts which comprises three theme parks - motiongate™ Dubai, Bollywood Parks™ Dubai and LEGOLAND® Dubai. It will also feature Riverpark - a grand entrance plaza and

Lapita, a themed family hotel. Located in Jebel Ali close to the world class international airports, Phase 1 is set for completion in 2016.

Offering new heights in experiential entertainment through an inspired concept, Dubai Parks and Resorts brings the best of the entertainment industry from the East and the West. The project is designed to draw five million visitors in its first year of operations, serving the regions within a four hour flying distance from Dubai.

Dubai Parks and Resorts LLC is set to generate thousands of jobs and economic benefits, and position the UAE as a catalyst for the expansion of the global entertainment industry.

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