



## **Merlin Entertainments to open LEGOLAND® Dubai**

**London, 17 October, 2016:** Merlin Entertainments, one of the world's leading visitor attraction operators, is set to unveil its first LEGOLAND® in the Middle East. LEGOLAND® Dubai will feature over 40 interactive rides, shows and attractions and 15,000 LEGO® model structures made from over 60 million LEGO® bricks.

Opening on 31<sup>st</sup> October as part of Dubai Parks and Resorts, LEGOLAND® Dubai will be part of the region's largest integrated theme park destination. The park will also include the world's tallest LEGO® building structure, the Burj Khalifa. Standing at 17 metres tall, the Burj Khalifa model was designed and built in over 5,000 hours using 439,000 LEGO® bricks, and weighs a ton.

LEGOLAND® Dubai will be the seventh LEGOLAND® park. New LEGOLAND® parks will also open in Japan and in South Korea in the next few years, and Merlin is targeting a fourth new LEGOLAND® park by 2020.

### **John Jakobsen, Chief New Openings Officer, said:**

“We’re pleased to be able to bring the much-loved LEGOLAND® brand to Dubai, the first in the region, following the success of LEGOLAND® in Europe, the US and Asia. Dubai is a key holiday market, and we expect this new park to appeal to both domestic and international visitors. The new LEGOLAND® Dubai will build on the perennial appeal of the leading LEGO® brand, and allow visitors young and old the opportunity to live the excitement of the LEGO® films, including the LEGO® Ninjago film due to be released in 2017.”

**Ends**

### **For further information please contact:**

Brunswick

Fiona Micallef-Eynaud / Craig Breheny

+44 (0)20 7404 5959

### **About Merlin Entertainments plc**

Merlin Entertainments plc is a global leader in location based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 100 attractions, 13 hotels and 5 holiday villages in 23 countries and across 4 continents. The company aims to deliver memorable experiences to its more than 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.27,000 employees (peak season).

Visit [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.

### **About LEGOLAND® Dubai**

LEGOLAND® Dubai is designed for families with children aged 2-12 and will feature over 40 interactive rides, shows and attractions and 15,000 LEGO® model structures made from over 60 million LEGO® bricks. LEGOLAND® Dubai will feature six themed lands - LEGO® CITY, ADVENTURE, KINGDOMS, IMAGINATION, FACTORY and MINILAND - each unique in their design, entertainment and playful learning experience.

LEGOLAND® Dubai, together with LEGOLAND® Water Park, is part of Dubai Parks and Resorts which will also feature MOTIONGATE™ Dubai – a unique theme park showcasing some of Hollywood's most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate. Committed to bringing together the best of the East and West, Dubai Parks and Resorts will also feature Bollywood Parks™ Dubai, the first ever theme park based on the sights and sounds of Bollywood. The entire destination will be connected by Riverland™ Dubai – a retail, dining and entertainment walkway and guests can stay at the Lapita™ Hotel, a Polynesian-themed family hotel part of the Marriot Autograph® Collection. Expected to open in late 2019, Six Flags Dubai will be the destination's fourth theme park and the region's first Six Flags theme park.