



Merlin Entertainments announces Europe's first LEGOLAND® Water Park

- ***LEGOLAND® Water Park to open at Gardaland Resort, Italy in 2020***

11 July 2019: Merlin Entertainments (“Merlin”), a global leader in location-based entertainment, announces that the first LEGOLAND® Water Park in Europe will open at Gardaland Resort in 2020.

The water attraction will be the first of its kind to be located outside of a LEGOLAND® park. It will become the fifth LEGOLAND® Water Park, following attractions located within LEGOLAND parks in California, Florida, Malaysia and Dubai. This development enhances Gardaland’s young family offering, further strengthening the Resort’s standing as a European short break destination. The announcement follows the opening of the new Magic Hotel in May 2019, the third themed hotel at the Gardaland Resort.

The LEGO®-themed water park, which will be 15,000 sqm and located adjacent to the resort on the bank of Lake Garda in Italy, is aimed at families with children aged two to twelve, with visitors able to enjoy a range of water-based activities, including slides, pools, rafts, and a water play complex featuring LEGO® brands, as well as Italy’s very own Miniland. The new in-park area adds to Gardaland’s existing ‘second gate’ the Gardaland SEA LIFE Aquarium.

Aldo Maria Vigevani, Divisional Director, Gardaland Resort, said:

“We are delighted that the first LEGOLAND® Water Park in Europe will be built at Gardaland Resort. The LEGO® brand is renowned globally and will undoubtedly contribute to the continued strength of Gardaland Resort as a destination of choice for young families from Italy and beyond.”

Justin Platt, Chief Strategy Officer, Merlin Entertainments, said:

“The extension of the LEGOLAND® brand into the Gardaland Resort demonstrates the flexibility of IP within location-based entertainment and the importance of second gates in positioning our theme parks as multi-day family destinations.”

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About Merlin Entertainments plc

Merlin Entertainments plc is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 130 attractions, 20 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its 67 million guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its c.28,000 employees (peak season).

See www.merlinentertainments.biz for more information and follow on Twitter @MerlinEntsNews.

About Gardaland Resort

Gardaland Resort is Italy's largest resort theme park and among the leading theme park attractions in Europe. Gardaland is situated on the bank of Lake Garda and attracts millions of guests from all over Italy as well as Europe. It is home to over 40 fantastic and thrilling rides for adventurers of all ages, Gardaland SEA LIFE and three beautifully themed hotels. In 2018 it opened Peppa Pig Land attracting pre-school families to the resort. It employs c.1,500 people (peak season).

See www.gardaland.it for more information and follow on Twitter @gardaland.

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LEGOLAND® Water Parks currently exist at LEGOLAND® California, LEGOLAND® Florida, LEGOLAND® Dubai and LEGOLAND® Malaysia.