
MEDIA STATEMENT



19th March 2021

Merlin confirms study underway for potential LEGOLAND Resort in Belgium.

MERLIN ENTERTAINMENTS, Europe's Number one and the world's second-largest visitor attraction operator is actively working with SOGEPA, a public investment fund in Wallonia, to study the potential for a LEGOLAND development in Belgium.

With three existing successful LEGOLAND Resorts in Europe, Merlin is looking to extend its presence in Europe and particularly in the BENELUX/North of France area, which has been identified as a viable market for a fourth European LEGOLAND Resort. LEGOLAND Deutschland, which is highly successful and located in Southern Germany, was the latest European LEGOLAND Park to open 19 years ago.

Merlin Entertainments Group's COO for LEGOLAND Resorts Group, John Jakobson comments; "We are actively looking at the prospect of bringing a potential LEGOLAND Resort to the many LEGO Fans in Benelux and Northern France. The potential project has received a warm welcome from the leaders of the region. We will continue to work with all the key players in the region, including SOGEPA and we will make a definitive decision on the project, when the effects from the pandemic have passed."

After reviewing many options, the Merlin team is giving priority to the Gosselies site in Belgium, in the Charleroi region. Merlin will be performing various studies and due diligence of the property in close collaboration with SOGEPA, a Walloon public investment fund, which owns the land.

The project currently under analysis plans to develop a LEGOLAND resort with theme park and accommodation on approximately two thirds of the site (70 ha). Those popular LEGOLAND resorts already opened around the world feature themed accommodation with interactive LEGO features throughout and themed rooms such NINJAGO, Pirate, Kingdom, nightly entertainment, and family-friendly dining. The remaining part of the site could be considered as a possible area for future expansion or a green zone.

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For further information on new business development including contacts visit

www.merlinentertainments.biz/about-us/new-business-development/

About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin operates 129 attractions, 21 hotels and 6 holiday villages in 24 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

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