



LEGOLAND® Discovery Centre Hong Kong successfully opens at K11 MUSEA

The first and largest indoor LEGO playground in Hong Kong welcomes children and families to explore local LEGO® landmarks

March 2021, HONG KONG: Merlin Entertainments, the second largest attraction operator in the world, has announced the grand opening of LEGOLAND® Discovery Centre Hong Kong at K11 MUSEA. The attraction's unique key feature, MINILAND®, the miniature LEGO® replica of Hong Kong's most loved buildings and landmarks is also unveiled.

Built from over 1.5 million LEGO® bricks, involving 46 LEGO Builders, 9 LEGO Designers, 4 Technicians over 7150 hours, MINILAND® Hong Kong is the first of its kind in the city featuring many iconic local landmarks and street views in miniature. These include some of the most visited tourist points in town such as the Star Ferry Central Pier, Peak Tram, Former Kowloon-Canton Railway Clock Tower, Tai O, Temple Street as well as icons of Hong Kong's cultural heritage such as Blue House in Wan Chai and Mei Ho House, one of the first public housing blocks in Hong Kong.

Dubbed the ultimate indoor playground for families with children, LEGOLAND® Discovery Centre Hong Kong provides a 2-3 hour interactive and educational experience for families with children aged 3-10 years old. The Centre features a range of 10 exciting LEGO® themed play areas including Kingdom Quest, MINILAND®, LEGO® Friends, Master Builder Classroom, DUPLO Farm, Café, Magic Bikes, Build & Test, 4D Studio as well as a LEGO® retail shop. Single Day Admission Passes and Annual Passes are available for purchase online and at-the-door starting from HKD\$240 and HK\$1,099 per person respectively.

“Our primary concern has always been to create a fun and educational experience, while protecting the health of our guests and staff,” said Ben Sweet, New Openings Director - Asia Pacific, Merlin Entertainments. “Now that the Hong Kong government has approved the opening of indoor entertainment facilities, we will implement the necessary health and safety protocols, and we look forward to welcoming families to the ultimate indoor LEGO® playground.”



The attraction will open with “Leave Home Safe” QR Code, capacity control measures, thermal scanners, social distancing and mask requirements according to guidance provided by the Hong Kong government. Enhanced cleaning measures are also implemented throughout the day to clean and sanitise the attraction, including high-frequency touchpoints, play areas, and LEGO® bricks.

For Single Day Tickets and Annual Passes, terms and conditions, as well as all other available ticketing offers, please visit: <https://hongkong.legolanddiscoverycentre.com>

Ends

Notes to Editors

About LEGOLAND® Discovery Centre Hong Kong

LEGOLAND® Discovery Centre is the ultimate LEGO® indoor playground, containing millions of LEGO® bricks, and is found in 27 locations around the world. LEGOLAND® Discovery Centres are large creative spaces containing different themes including interactive zones, rides and creative builds, that provide an average of 2-3 hours of fun for families with children aged 3-10 years old.

LEGOLAND® Discovery Centre Hong Kong is located in K11 MUSEA, Tsim Sha Tsui, Hong Kong and is part of Merlin Entertainments.

Website: hongkong.legolanddiscoverycentre.com

Facebook: www.facebook.com/LEGOLANDDiscoveryCentreHongKong/



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.

For Media Enquiries:

BlueCurrent Group

Calvin Choi

calvin.choi@bluecurrentgroup.com

2586 7893/ 6220 0551

BlueCurrent Group

Carol Lam

carol.lam@bluecurrentgroup.com

2586 7885/ 9302 4695

LEGOLAND® Discovery Centre Hong Kong

Winki Liu

winki.Liu@merlinentertainments.biz

6822 9179