



默林娱乐集团宣布 全球最大乐高乐园®度假区落户深圳 今起正式动工

Merlin Entertainments announces commencement of construction on the world's largest LEGOLAND® Resort today in Shenzhen

(8月26日, 深圳讯) 全球领先的娱乐景点营运公司默林娱乐集团今日宣布, 全球最大乐高乐园®度假区正式投建, 落户深圳。深圳市人民政府、大鹏新区、默林娱乐集团、乐高集团、合正集团出席活动。在仪式现场, 逾2万颗色彩缤纷的乐高积木倾泻而出, 标志着深圳乐高乐园度假区正式动工建设。

(Shenzhen, August 26th) Merlin Entertainments ("Merlin" or "the Company"), a global leader in location-based entertainment, today announces that construction of the world's largest LEGOLAND® Resort in Shenzhen has begun. Representatives from the Shenzhen Municipal People's Government, Dapeng New District, Merlin Entertainments Ltd., The LEGO® Group and Hazens Holdings attended a launch ceremony which featured the arrival on site of 20,000 brightly coloured LEGO® bricks.

深圳乐高乐园度假区落户大湾区, 选址深圳大鹏新区, 是大湾区首个国际 IP 亲子家庭娱乐主题乐园度假区, 占地面积约为 58 万平, 由英国默林娱乐集团独家运营, 合作方为合正集团, 投资超 70 亿元 (约 10.8 亿美元) 建设, 预计 2024 年开园。

Located on the Dapeng Peninsula, on the eastern edge of Shenzhen, the LEGOLAND® Shenzhen Resort will be the first international IP-based family entertainment theme park resort in the Greater Bay Area, covering approximately 580,000 square meters and exclusively operated by Merlin Entertainments, with Hazens Holdings as its local partner. The total project investment is expected to be over \$1.08 billion (7 billion RMB) and the park is due to open in 2024.

默林娱乐集团目前在中国运营了13家旅游景点, 包括三个乐高®探索中心, 五个杜莎夫人蜡像馆、海洋探索中心、惊魂秘境、小猪佩奇的玩趣世界及北京大城小像。

Merlin currently operates 13 Midway attractions in China, including four LEGOLAND® Discovery Centres, five Madame Tussauds, SEA LIFE Centres, The Dungeons, Peppa Pig World of Play and Little BIG City in Beijing.

默林娱乐集团首席执行官尼克·瓦尼 (Nick Varney) 说:

Nick Varney, Chief Executive of Merlin Entertainments, commented:

“全球最大的乐高乐园度假区在深圳开始动工，这是默林娱乐集团布局中国市场的一个重要里程碑。它不仅映射出中国场所蕴藏的巨大机遇，也体现了默林娱乐集团深耕中国市场的决心和承诺。深圳乐高乐园度假区的投建是默林娱乐集团携手全球热门品牌共创的整体战略规划的一部分。

“Construction of the world’s largest LEGOLAND® Resort in Shenzhen marks a significant milestone for Merlin in China, reflecting the scale of opportunity in the country and our commitment to developing our business in China. This forms part of Merlin’s broader strategy, alongside developing exciting attractions in partnership with some of the world’s most popular brands.

对于数百万希望体验乐高品牌玩乐创意的中国家庭而言，深圳乐高乐园度假区将是一个不可错过的目的地。我们已经在世界各地的乐高乐园度假区为游客提供沉浸式玩乐体验，并取得了卓越成绩。此次我们希望同合作伙伴携手，将深圳乐高乐园度假区的蓝图落地生根变为现实。”

The Shenzhen LEGOLAND® Resort will be a must-see destination for millions of families looking to experience the magic of LEGO® in China. We have already had great success with our immersive LEGOLAND® attractions around the world and look forward to working with our partners to make the Shenzhen resort a reality.”

深圳乐高乐园度假区是专门为 2-12 岁亲子家庭设计的超级乐高主题乐园和酒店综合度假区，为游客提供多日的度假体验。主题乐园内将有 9 大主题区、超过 100 个互动游乐设施、表演和景点。此外，建成后的深圳乐高乐园度假区还将包括全球最大的乐高乐园水乐园，以及 3 大全新打造的提供超 1000 间房间的主题酒店。

The LEGOLAND® Shenzhen Resort will be the ultimate LEGO® theme park and hotel destination for children aged 2-12 and their families, catering for visitors looking for multi-day breaks and offering more than nine themed areas, as well as over 100 interactive rides, shows and attractions. The resort will also include the largest LEGOLAND® Water Park and three LEGOLAND® themed hotels, with over 1,000 LEGO® themed rooms.

深圳乐高乐园度假区总经理史福瑞（Siegfried Boerst）先生说：

Speaking at the event, Mr. Siegfried Boerst, General Manager of the LEGOLAND® Shenzhen Resort, added:

“深圳乐高乐园度假区在保持原汁原味的乐高乐园游乐体验的同时，还将有多个全球首发的主题区、游乐设施创新设计和沉浸式表演。

“While maintaining the authentic LEGOLAND® experience, there will be innovative designs, new themed areas, rides and immersive shows launched for the China market.

深圳乐高乐园度假区将融合中国和深圳的历史、文化和生态。该乐园也将会是富有科技感的数字化智慧乐园，呼应体现深圳的科技创新、想象力和创造力。

The LEGOLAND® Shenzhen Resort will integrate the history, culture and ecology of Shenzhen and China. The park will also be a smart park, celebrating technological innovation, imagination and creativity in Shenzhen.

另外考虑到深圳的天气，度假区会以室内和室外主题区相结合的方式呈现，比如乐高乐园的核心体验主题区之一迷你天地（MINILAND）就会是一个大型室内主题区，通过具有代表性的地标建筑和生活文化场景，结合前沿的高科技数字化互动体验，致敬深圳的城市之美和中国的大好河山。我们还将专为中国家庭设计全新的原创剧场表演，而该度假区将拥有超过 1000 个座位的全球最大乐高乐园剧场。

The Resort will include a combination of indoor and outdoor play areas to account for the climate in Shenzhen. MINILAND, one of the core areas of all LEGOLAND® Parks, will be indoors to create a large, themed area with high-tech digital interactive experiences, while paying tribute to the beauty of Shenzhen and China through representative landmarks, cultural and everyday life scenes. In echoing local characteristics, we have also developed a live show exclusively for Chinese families, and the Resort will feature the world’s largest LEGOLAND® theatre with more than 1,000 seats.

寓教于乐 (Playful learning) 是深圳乐高乐园度假区的特色, 丰富的益智类互动项目将在这里呈现, 包括机器人创意工坊、驾驶学校和消防学院等。”

Playful learning is a unique feature of all LEGOLAND Parks with educational interactive offerings such as creative robot workshops, the Driving School and the Rescue Academy which will all feature at the Shenzhen resort.”

乐高品牌集团执行总裁袁威 (Jorgen Vig Knudstorp) 说:

Jorgen Vig Knudstorp, Executive Chairman of the LEGO Group, said:

“在过去几十年, 乐高集团通过寓教于乐 (learning-through-play) 的特色玩乐理念, 与中国亲子家庭建立了情感连结, 越来越多的家庭意识到玩乐对构建温暖、亲密的亲子关系的重要性。我们很高兴乐高乐园度假区落户深圳, KIRKBI、乐高集团和乐高® 教育承诺, 将继续为中国家庭带去富有创造力和想象力的创意玩乐体验, 启迪和培养未来的建设者。”

“The LEGO® brand has emotionally bonded with Chinese families during the past decades and contributed to create a positive impact on the development of the Chinese society with learning through play experiences. KIRKBI and the LEGO® brand are excited to bring LEGOLAND® Resort to Shenzhen this time, and we are looking forward to offering even more creative and imaginative experiences to Chinese families, to inspire and develop the builders of tomorrow.”

合正集团董事长袁富儿表示:

Yuan Fu'er, Chairman of Hazens Holdings, said:

“合正集团成立于1996年, 经过20多年的发展, 公司已经成长作为一家以地产开发、文旅度假、医养健康为特色业务, 涵盖私募投资、酒店管理、物业管理等业务的集团化公司。随着市场对亲子家庭娱乐的需求增加, 我们很骄傲可以成为重要的参与者和引领者。我们非常高兴也很荣幸与深圳大鹏新区、默林娱乐集团和乐高集团一起, 共同建成大湾区首个国际IP家庭主题乐园, 一站式家庭美好目的地。”

“Hazens Holdings began life in the Shenzhen Special Economic Zone, and after over 20 years, we have grown into a full-scale commercial property developer, with presence in industries such as cultural tourism and medical care. As the needs for family entertainment experience keeps growing, we're proud to be a key participant and pioneer in the market. We are honoured to collaborate with Dapeng District, Merlin Entertainments and the LEGO Group to build the first international IP-based theme park in the Greater Bay Area, establishing a one-stop destination for family entertainment.”

此外, 乐高乐园度假区始终坚持以可持续发展为中心, 强化环保意识, 平衡环境保护和经济效益, 这也与大鹏新区坚持“生态立区”不谋而合, 助力大鹏新区打造成“世界级滨海生态旅游度假区”, 共同建成新时代美好生活典范。

LEGOLAND Resorts are committed to sustainable development in all areas, including environmental protection, in line with the "ecological-based development strategy" of Dapeng New District.

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关于默林娱乐集团

About Merlin Entertainments

默林娱乐集团是全球领先的家庭娱乐景点营运公司。作为欧洲第一大、全球第二大的旅游景点营运公司，默林娱乐集团在四大洲的 24 个国家运营着超过 135 个旅游景点，21 间酒店以及 6 家度假村。公司旨在通过其标志性全球品牌和本土品牌，以及公司全体员工的奉献与热情，为其全球数千万游客打造难忘的体验。公司通过多种模式持续地开发更多精彩的游客体验，持续实现 90% 以上的客户满意度。

更多资讯请访问：www.merlinentertainments.biz

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 now operates over 135 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 global and local brands, and the commitment and passion of its employees. The Company invests in the development of outstanding visitor experiences across multiple formats, and consistently achieves above 90% guest satisfaction levels.

Visit www.merlinentertainments.biz for more information.

关于乐高乐园®

About LEGOLAND® Parks

默林娱乐集团目前在 7 个国家运营 9 家乐高乐园，包括近年开设的迪拜乐高乐园（2016 年开园）、日本乐高乐园（2017 年开园）、纽约乐高乐园（2021 年开园），以及即将于 2022 年在韩国开设的乐高乐园。

Merlin currently operates nine LEGOLAND® Resorts in seven countries, including the most recent new openings in Dubai (2016), Japan (2017) and New York (2021), and plans to open LEGOLAND Korea in 2022.

乐高乐园 2018 年接待超过 1500 万游客，其乐园运营集团收入占默林娱乐集团收入的 38%，推出新的乐高乐园已成为默林娱乐集团业务增长的主要引擎之一。

The LEGOLAND Park Operating Group constitutes 38% of Merlin revenues and welcomes over 15 million guests (2018). The roll out of new LEGOLAND Parks is one of the key growth drivers of Merlin Entertainments.

默林娱乐集团同时还运营乐高探索中心，专为 10 岁以下的亲子家庭提供小型室内互动式乐高乐园玩乐体验，独特的“寓教于乐”理念，让孩子们在玩乐过程中激发出无限的想象力和创造力。

Merlin also operates LEGOLAND Discovery Centres, an indoor interactive LEGOLAND experience for families with children under the age of 10. The “playful learning” concept allows children to unleash their imagination and creativity in play.

关于深圳乐高乐园®度假区

About LEGOLAND® Shenzhen Resort

深圳乐高乐园度假区是专为 2-12 岁亲子家庭打造的乐高主题乐园和酒店综合度假区。由默林娱乐集团运营，将于 2024 年正式开园。建成后的乐高乐园度假区设有 1 个乐高乐园、1 个乐高乐园水乐园和 3 家主题酒店。9 大主题区、超 100 个游玩设施、剧场表演和玩乐景点，可以让孩子和家长一起尽情互动和玩耍，享受一段高质量的寓教于乐的亲子时光。

LEGOLAND® Shenzhen Resort is the ultimate LEGO® theme park and hotel destination for children aged 2-12 and their families. Operated by Merlin Entertainments, LEGOLAND® Shenzhen Resort is expected to open in 2024. LEGOLAND® Shenzhen Resort will comprise a LEGOLAND® Theme Park, LEGOLAND® Water Park and 3 LEGOLAND® themed Hotels. It will include nine themed areas, over 100 interactive rides, shows and attractions that will let children and adults play, ride, climb, build, and learn together, allowing both playful learning and high-quality family time.

关于 KIRKBI 集团

About KIRKBI A/S

KIRKBI 是 Kirk Kristiansen 家族的控股投资公司，其持有乐高集团 75% 的股份。作为默林娱乐集团的长期战略股东，KIRKBI 致力于乐高品牌及其体验的可持续发展，从而为全球的亲子家庭提供寓教于乐的玩乐体验。更多资讯请访问：KIRKBI.com

KIRKBI is the holding and investment company of the Kirk Kristiansen family, which owns 75% of The LEGO® Group. As a long-term strategic shareholder in Merlin Entertainments Ltd, KIRKBI's interest remains in ensuring a sustainable future for the LEGO® brand and its branded activities such that it delivers superior learning through play experiences worldwide.

For more information, please go to KIRKBI.com

关于合正集团

About Hazens Holdings

合正集团成立于 1996 年，经过 20 多年的发展，公司已经成长作为一家以地产开发、文旅度假、医养健康为特色业务，涵盖私募投资、酒店管理、物业管理等业务的集团化公司。

Established in 1996, as a single company in real estate development, Hazens Holdings has developed into a large corporation in over 20 years of operations, which splits its business into Tourist Resort and Healthcare, as well as financial investment, hotel management and overseas investment.

默林娱乐集团旗下经典品牌在中国

Merlin attractions in China

- 杜莎夫人蜡像馆 – 北京、上海、香港、武汉、重庆
- Madame Tussauds – Beijing, Shanghai, Hong Kong, Wuhan, Chongqing
- 乐高探索中心 – 北京、上海、沈阳
- LEGOLAND Discovery Centre – Beijing, Hong Kong, Shanghai, Shenyang
- 海洋探索中心 – 上海、沈阳
- SEA LIFE – Shanghai, Shenyang
- 惊魂密境 – 上海
- Dungeons – Shanghai

- 小豬佩奇的玩趣世界 – 上海
- Peppa Pig World of Play – Shanghai
- 大城小像 – 北京
- Little BIG City – Beijing