
PRESS RELEASE



7th November 2023

Merlin Entertainments Unveils Exclusive Preview of LEGOLAND® Shanghai Resort at China International Import Expo

First-look opportunity saw CIIE visitors witnessing the new Fengjing Water Town LEGO® model before it is installed in MINILAND at LEGOLAND® Shanghai

On opening, LEGOLAND® Shanghai is set to be the first LEGOLAND Resort in China, and Merlin's 14th attraction in the country

Merlin Entertainments, a global leader in branded entertainment destinations, have this week showcased details of the eagerly awaited LEGOLAND® Shanghai Resort at the China International Import Expo (CIIE), revealing the first exciting features of the family-focused international IP-based resort.

In a demonstration of how international theme park excellence combines with local culture throughout the park, LEGOLAND® Shanghai Resort unveiled an Fengjing Water Town Model, which will be stationed in the themed area of the park's MINILAND. MINILAND is the heart of every LEGOLAND® Park, and the design of MINILAND at LEGOLAND Shanghai Resort is a tribute to iconic landmarks and unique local life scenes, celebrating the natural splendour and urban street scenes of the Yangtze River Delta and the broader China region.

Merlin's global Master Model Builders and dedicated Merlin Magic Making teams have collaborated to create the Fengjing Water Town Model, which is made from 36,000 LEGO Bricks, and serves as a tribute to the park's geographic location, interweaving regional architectural elements and the cultural tapestry of Jiangnan.

Visitors to the China International Import Expo also had the opportunity to step foot in an immersive experience of the park's classic Dragon Coaster, one of the most popular rides in LEGOLAND Parks, using virtual reality. Officials from the Shanghai Municipal Administration of Culture and Tourism and Jinshan District Government, executives from LEGOLAND and LEGOLAND Shanghai Resort, as well as shareholder representatives were all present, adding to the significance of the unveiling ceremony, and the excitement of what's still to come for Merlin Entertainments' first LEGOLAND Park in China.

John Jakobsen, Chief Operating Officer of LEGOLAND® Resorts said:

"Merlin is the go-to partner for IP owners to bring brands that people love to life, and we're thrilled that LEGOLAND Shanghai Resort will be the new Branded Entertainment Destination for the LEGO brand in China. At the China International Import Expo, we are excited to unveil the amazing architecture of the Yangtze River Delta region in LEGO form, in our brand new MINILAND for LEGOLAND Shanghai. With the esteemed LEGO brand at the forefront and the invaluable support of the local government and Shanghai-based partner, we are excited about transforming LEGOLAND Shanghai Resort into a cultural tourism landmark. China is an important growth market for us and look forward to expanding our presence here with this important next step in our growth strategy."

Earlier in September, LEGOLAND® Shanghai Resort announced the completion of piling and the start of its

main construction, marking a new milestone for the project as the project progresses.

Situated in Fengjing, Jinshan District of Shanghai, LEGOLAND Shanghai Resort stands as the Yangtze River Delta's first family-centric, international IP-based resort and hotel destination, tailored for families with children from 2 to 12. Comprising a LEGOLAND theme park and a themed hotel, LEGOLAND® Shanghai Resort theme park will consist of eight themed areas covering most of the signature and popular attractions and rides of LEGOLAND Parks around the world, which include LEGOLAND CREATIVE WORLD, BRICK STREET, BRICKTOPIA, LEGO® CITY, LEGO® FRIENDS, LEGO® MONKIE KID, LEGO® NINJAGO® World and LEGO® CASTLE, creating a diversified and immersive theme park experience for both local families and tourists. The project has been incorporated into Shanghai's 14th Five-Year Plan Outline, featuring prominently in the city's major initiatives and the roster of significant foreign investment projects.

Siegfried Boerst, Managing Director of LEGOLAND Resorts in China, said:

“At LEGOLAND Shanghai Resort, we hope to maintain the core authentic experience and standards of global LEGOLAND parks while ensuring that we integrate Chinese traditional culture, Shanghai local features and Jiangnan water town elements, to provide a unique international yet localized immersive experience for visitors from all over the world. The Shanghai Resort will serve as a much-needed family centric, internationally recognised destination in the region, and we believe these incredible creations such as the new MINILAND will enhance the enjoyment of both children and adults of all ages, making their visit truly unforgettable.”

China is the second largest themed entertainment market in the world, and its impressive growth is set to continue. As experts in location-based attractions, and with 13 other Chinese attractions including four LEGOLAND® Discovery Centres, five Madame Tussauds, SEA LIFE aquariums, The Dungeons, and Peppa Pig World of Play, Merlin Entertainments has a deep understanding of Chinese consumer needs and is at the forefront of emerging trends, including immersive experiences with brands families love, learning through play, and the fusion of culture and creativity.

LEGOLAND Shanghai Resort aims to gather the most recommended elements of the Yangtze River Delta region to be built in LEGO form and installed in their MINILAND, through public participation via an online campaign. The campaign enjoys the endorsement of the Shanghai Municipal Administration of Culture and Tourism, Shanghai Jinshan Urban Construction Investment Group (JUIG) and Travel Times.

Additional quotes

Zhuang Jian, Chairman of JUIG & Chairman of LEGOLAND Shanghai Resort Ltd., said:

“As a pivotal component of the Tourism Peak Project, LEGOLAND Shanghai Resort and its associated infrastructure have total investments exceeding 10 billion yuan. Our primary aspiration is to establish this resort as the first-of-its-kind venture in China and a global flagship that embodies the distinctive speed and quality. Concurrently, we are raising the bar for support services to align with international tourist resort standards. The development of adjacent road networks, commercial avenues, and lodging options will be completed ahead of the park's grand opening, ensuring a premium, family-friendly, and comfortable experience for our visitors.”

Liu Jian, Secretary of Jinshan District Party Committee, said:

“Jinshan is actively advancing the industrial, space and governance transformation, with a determined focus on shaping its identity around 'three bay areas.' Our dedication lies in enhancing the empowering role of cultural tourism, harnessing the far-reaching influence of LEGOLAND Shanghai Resort, and undertaking a comprehensive revitalization of the broad 'Picturesque Jinshan' tourism brand. We are steadfast in our endeavor to establish a novel leisure and tourism hub within the Yangtze River Delta region, with a projected annual inflow of tens of millions of visitors, thereby contributing to the acceleration of Shanghai's quest to become a globally renowned tourist destination.”

Jin Lei, Deputy Director of Shanghai Culture and Tourism Bureau, said:

"We are delighted that LEGOLAND Shanghai Resort has partnered with Travel Times for this initiative, bringing together the collective wisdom and creative spirit of the public to shape a captivating MINILAND within the resort. This miniature world is designed to authentically showcase the architectural and cultural tapestry of the Yangtze River Delta region. We have every confidence that visitors, whether from across China or around the globe, will be inspired and thoroughly entertained by these exceptional attractions."

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Notes to Editors

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 over 140 attractions, 23 hotels and 6 holiday villages in 25 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](https://twitter.com/MerlinEntsNews).

About LEGOLAND® Resorts

Merlin currently operates 10 LEGOLAND® Resorts in seven countries, including the most recent new openings in Korea (2022), New York (2021), Dubai (2016) and Japan (2017).

About LEGOLAND® Shanghai Resort

LEGOLAND Shanghai Resort is the ultimate LEGO® theme park and hotel destination for families with children aged 2-12. Located in Jinshan covering approximately 31.8 hectares and operated by Merlin Entertainments, LEGOLAND Shanghai Resort will comprise a LEGOLAND theme park and a themed hotel, offering a number of interactive rides, shows and attractions that let kids and adults play, ride, climb, build and learn together. LEGOLAND Shanghai Resort will also integrate popular LEGOLAND attractions with Chinese traditional culture, Shanghai local features and Jiangnan water town elements, to provide a unique immersive theme park experience for visitors from all over the world.

[About Shanghai Jinshan Urban Construction Investment Group Co., Ltd. \(JUIG\)](#)

Shanghai Jinshan Urban Construction Investment Group Co., Ltd. is a wholly state-owned company of the Assets Supervision and Administration Commission of the State Council of Jinshan District. It is the key company for local urban infrastructure construction and ensuring the safe operation of the city. JUIG has made investment in major projects in the district and is also the main JV partner in China for the LEGOLAND Shanghai Resort. Following the spirit of “pragmatism, aggressiveness, harmony and innovation,” JUIG strives to comprehensively improve the quality of public services and management of the integration of investment, financing, construction and operation, to become a first-class regional urban comprehensive operator.

[About CMC Inc.](#)

As a leading comprehensive media and entertainment company in China, CMC Inc. focuses on developing high-quality content, creating innovative experiences, and leading emerging consumption. It implements cross regional group operation online and offline, and lays out multiple business fields such as film and television dramas, games, variety shows, information media, lifestyle and consumption, documentaries, sports, live entertainment, cultural and business travel. CMC Inc. has created a head content cluster and a comprehensive collaborative ecosystem with leading advantages.
