

[Merlin Entertainments opens LEGOLAND Discovery Centre in Hong Kong \(with photos\)](#)

Merlin Entertainments, the second largest attraction operator in the world, officially opened Hong Kong's first and largest indoor LEGO playground, LEGOLAND Discovery Centre, today (March 6), offering an indoor LEGO playground for families and kids to enjoy a fun and educational experience.

Located at a cultural-retail shopping mall alongside Victoria Harbour in Tsim Sha Tsui, LEGOLAND Discovery Centre occupies 30 000 square feet and features a range of 10 exciting LEGO-themed play areas, including Kingdom Quest, MINILAND, LEGO Friends, Master Builder Classroom, DUPLO Farm, Magic Bikes, LEGO Races: Build & Test and 4D Cinema, as well as the Café and a LEGO retail shop.

Merlin Entertainments' Asia Pacific New Openings Director, Mr Ben Sweet, said, "The success of Madame Tussauds Hong Kong has given the company faith in the Hong Kong market. Despite the pandemic, we still decided to bring LEGOLAND Discovery Centre to the city."

He added, "Our research shows that LEGO awareness is very high in Hong Kong. We believe that a LEGO-themed ultimate playground will be popular amongst young families."

Associate Director-General of Investment Promotion Dr Jimmy Chiang welcomed the opening of LEGOLAND Discovery Centre in Hong Kong. He said, "We are happy to see such a famous LEGO brand open a new playground in Hong Kong. It brings not only another fun and educational entertainment facility for families, but also adds new impetus to the city's entertainment industry."

About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's number one and the world's second-largest visitor attraction operator, Merlin now operates over 130 attractions, 20 hotels and six holiday villages in 25 countries and across four continents. The company aims to deliver memorable experiences to more than 65 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its around 28 000 employees (peak season). For more information, please visit www.merlinentertainments.biz or www.legolanddiscoverycentre.com/hong-kong/en.

About Invest Hong Kong

Invest Hong Kong is the department of the Hong Kong Special

Administrative Region Government responsible for attracting foreign direct investment and supporting overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies. For more information, please visit www.investhk.gov.hk.

For photos, please visit:
www.flickr.com/photos/investhk/albums/72157718539991917.

