



DUBAI PARKS & RESORTS

PRESS RELEASE

Dubai Parks and Resorts launches Annual Passes offering visitors unlimited access and a host of exclusive benefits

- *The launch of the Annual Passes is the latest milestone in the countdown to Dubai Parks and Resort's launch this October*
- *Annual Passes will offer visitors a wide range of benefits including unlimited access to the parks, invitations to exclusive preview days, VIP packages and discounts on food and merchandise*

Dubai, UAE – April 25, 2016: Dubai Parks and Resorts, set to become the Middle East's largest integrated theme park destination on its opening in October this year, has revealed details of its Annual Pass programme, which will be available from today. With over 100 rides and attractions spread across three world-class theme parks and one water park, the Annual Passes will provide visitors with unlimited access to 'Experience Amazing' and create fun-filled memories again and again, while unlocking a host of exclusive benefits and rewards.

Bringing the best in theme park entertainment from the East to the West, Dubai Parks and Resorts is on track to become a world-class global leisure and entertainment destination. The destination will feature three incredible theme parks: motiongate™ Dubai, a movie inspired theme park showcasing some of Hollywood's most beloved characters; Bollywood Parks™ Dubai, the first theme park based on the sights and sounds of Bollywood; and LEGOLAND® Dubai, a unique, interactive theme park adventure for families that brings the famous LEGO® Brick to life.. The 25 million square foot destination will also be home to a LEGOLAND® Water Park , the only water park in the region designed for families with children 2-12, family friendly Lapita™ Hotel, part of the Marriott Autograph collection, and Riverland™ Dubai, a buzzing dining, shopping and entertainment destination.

The Annual Passes are available to purchase online at Dubai Parks and Resorts revamped website as well as motiongate™ Dubai, Bollywood Parks™ Dubai and LEGOLAND® Dubai websites. Theme park enthusiasts can choose from a range of eight different Annual Passes, providing them with unlimited access to a single theme park, a theme park and water park, or a resort-wide pass for all three theme parks and water park.

Annual Passes are available to purchase for each of the three theme parks, and offer visitors a host of exceptional benefits including unlimited access to the individual parks valid for 365 days from the first visit, as well as invitations to exclusive preview days, 10 per cent discounts on food, beverages, merchandise, additional park tickets and separate ticketed shows.

By purchasing an Annual Pass now, fun-seekers will guarantee their place as one of the first to experience this world of fun and adventure, as the passes will include exclusive preview access to the parks. In addition, Annual Pass holders who use their passes in 2016, will be given an extended validity until December 31st 2017, meaning even more opportunities to 'Experience Amazing'.

Theme Park Annual Pass

motiongate™ Dubai, the place for Hollywood-inspired fun and adventure, has announced its Annual Pass at AED 865, while visitors can experience the magic, glamour and glitter of Bollywood all year round with the Bollywood Parks™ Dubai Annual Pass priced at AED 755, and for those seeking entertainment adventures for the whole family, the LEGOLAND® Dubai Annual Pass has already been announced at AED765.

Theme Park and Water Park Annual Pass

Visitors can choose to top-up their single park Annual Pass to include annual access to the LEGOLAND® Water Park, the only water park in the UAE designed especially for families with children aged 2 to 12. LEGOLAND® Water Park has 20 water slides, attractions and LEGO building experiences including a wave pool, Build-A-Raft-River and a DUPLO® toddler play area. Prices for these single

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park plus the water park combinations are: AED 1,095 for motiongate™ Dubai; Bollywood Parks™ Dubai for AED 985; LEGOLAND® Dubai at AED995.

Dubai Parks and Resorts Annual Pass

Ultimate thrill-seekers can purchase the Dubai Parks and Resorts Annual Pass which includes limitless access to all three incredible theme parks plus the LEGOLAND® Water Park. The Annual Pass also offers a generous 15 per cent discount on food, beverages and merchandise and many more. The Dubai Parks and Resorts Annual Pass is priced at AED 2,495.

Amazing VIP Annual Pass

Those looking for a luxury VIP theme parks experience can purchase the exclusive Amazing VIP Annual Pass – visitors will be treated like superstars with free valet parking, unlimited Q Fast on all applicable rides, VIP seating for selected shows, access to our exclusive VIP lounge and a VIP tour guide. Amazing VIP Annual Pass holders have unlimited access to all three parks plus the water park throughout the year and will also benefit from an incredible 20 per cent discount on food, beverages, merchandise, additional tickets. . The Dubai Parks and Resorts Amazing VIP Annual Pass is priced at AED 6,995. Further details are available at www.dubaiparksandresorts.com

Raed Kajoor Al Nuaimi, CEO of Dubai Parks and Resorts said: “Dubai Parks and Resorts is set to transform the leisure tourism sector in Dubai when it opens in October this year, adding a world-class family entertainment destination to the city’s attractions. Our destination of diverse theme parks will be the largest in the Middle East, and is set to both benefit from and contribute towards Dubai’s Tourism Vision 2020, to double annual visitor numbers to 20 million in 2020.”

“The launch of our Annual Passes is the latest milestone in our journey towards the opening of the destination and we are extremely excited to be offering our guests the opportunity to purchase these passes to be one of the first to experience our world-class theme parks.”

motiongate™ Dubai is the largest Hollywood-inspired theme park in the Middle East where [guests can Go Beyond the Screen with](#) the most popular cinematic adventures are brought to life and packed with action, fun and innovation. With five specially tailored themed zones, 27 innovative rides and attractions, state-of-the-art facilities and many restaurants, guest are in for a blast of entertainment. The park features attractions from three of the largest and most successful motion picture studios in Hollywood- DreamWorks Animation, Sony Pictures Studios and Lionsgate – inspired by well-loved movies including The Hunger Games, Kung Fu Panda and Hotel Transylvania.

Bollywood Parks™ Dubai is the world’s first and only theme park dedicated to all things Bollywood. Experience a vibrant celebration of Mumbai’s famous film industry at this unique attraction with live performances, themed restaurants and cinematic rides. Bollywood Parks™ Dubai will recreate the Bollywood experience through themed attractions and rides spread across five zones: Bollywood Boulevard, Mumbai Chowk, Rustic Ravine, Royal Plaza and Bollywood Film Studios featuring Hall of Heroes. Bollywood Parks™ Dubai is also home to the stunning 850-seater Rajmahal Theatre that will play host to a separately ticketed Broadway-style, Bollywood themed musical several times a week.

At LEGOLAND® Dubai, the first LEGOLAND theme park in the Middle East, families can build their way through a full day of non-stop interactive fun with over 40 LEGO themed rides, shows, attractions and LEGO building experiences . The park has 15,000 LEGO models and over 60 million LEGO bricks. LEGOLAND Dubai will feature six themed lands, each unique in their experience, entertainment and educational offering, including: LEGO® CITY, KINGDOMS, IMAGINATION, ADVENTURE, MINILAND, and FACTORY.

The destination will also feature LEGOLAND® Water Park, the only water park in the region designed specifically for children 2-12 featuring 20 water slides, attractions and LEGO building experiences ; Riverland™ Dubai, dining, retail and entertainment gateway to the destination; and the Polynesian-themed family friendly I Lapita™ Hotel.

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Dubai Parks and Resorts PJSC (DFM: DUBAIPARKS), is set to be the region's largest integrated theme park destination comprising three theme parks: motiongate™ Dubai, a movie inspired theme park showcasing some of Hollywood's most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate; Bollywood Parks™ Dubai, the first theme park based on the sights and sounds of Bollywood; as well as LEGOLAND® Dubai, a unique, interactive theme park for families which will bring the well-known LEGO® brick to life in a playful learning environment; and LEGOLAND® Water Park, the region's first water park catering to families with children 2-12.

The entire destination will be connected by Riverland™ Dubai – a retail, dining and entertainment walkway located at the heart of the destination and guests can stay at the Lapita™ Hotel, a Polynesian-themed resort catering to families, which will be managed by the Marriott Group.

Set to open in October this year, the AED 10.5 billion development is spread across 25 million square feet of land located on Sheikh Zayed Road in Dubai opposite the Palm Jebel Ali. 6.7 million ticketed visits are projected for 2017, the first full year of operation.

For more information go to: <http://dubaiparksandresorts.com>

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