

Go HONG KONG! Merlin Entertainments and Go City Unveil Captivating New Experiences in Hong Kong

[HONG KONG – January 13, 2025] Merlin Entertainments, the preeminent global visitor attraction operator, is thrilled to announce the partnership with Go City, the world's leading sightseeing pass brand that enables travelers to experience a selection of the city's best sights—all handpicked by a local destination expert—at the best price. Together, they are unveiling a series of spellbinding new experiences at Merlin's iconic Hong Kong destinations, Madame Tussauds Hong Kong and LEGOLAND® Discovery Centre Hong Kong.

"Merlin Entertainments is thrilled at the prospect of partnering with Go City to expand our presence in the APAC market. By leveraging our iconic brands and world-class attractions together with Go City's extensive distribution and local expertise, we believe we can create tremendous value for travellers. We look forward to a mutually beneficial partnership that drives growth for both of our organisations," said Wade Chang, the General Manager of Hong Kong Cluster, Merlin Entertainments.

Madame Tussauds Hong Kong will dazzle guests with the addition of several extraordinary new wax figures, featuring renowned Hong Kong celebrities and global superstars. Visitors will be enthralled as they step into the limelight, posing alongside lifelike replicas of their beloved icons and capturing unforgettable memories.

LEGOLAND® Discovery Centre Hong Kong has unveiled a remarkable range of new features, including captivating, dedicated areas showcasing the latest LEGO® models, as well as spellbinding interactive play zones and educational workshops. Through the Go City Hong Kong Pass, travellers can effortlessly access and explore these extraordinary destinations as part of their unforgettable Hong Kong experience.

"We are thrilled to be working with Merlin Entertainments and adding Hong Kong to our global partnership. Go City customers can now access all the incredible Merlin attractions in Hong Kong. Thanks to our API connection with Merlin, Go City customers enjoy a seamless reservation journey as they get to make reservations based on planned visit date and time through the Go City app. Customers can then enter both attractions simply with the pass QR code," said Silvana Leung, Regional Commercial Director, Greater China at Go City.

Go City unlocks the best a city has to offer with leading attractions, observation decks and theme-parks, as well as the hidden gems of a city, all hand selected by location experts in more than 25 destinations across four continents.

Merlin Entertainments owns and operates world-renowned theme parks and attractions, including LEGOLAND®, SEA LIFE Aquariums, Madame Tussauds and many more.

About Go City

Go City — the world's leading sightseeing and attraction pass brand with 60% of global market share—is transforming the way people experience the world's greatest destinations. All delivered digitally, Go City enable travelers to save on sights, discover more, and plan with ease by unlocking access to more than 1,500 attractions in 25+ destinations across North America, Europe, Asia, and Oceania for up to 50% off compared to the cost of purchasing individual attraction tickets.

The All-Inclusive Pass offers an unlimited number of free, one-time entries to attractions and activities throughout the duration of the pass, while the Explorer Pass offers free, one-time entry to a chosen number of attractions and activities for a 60-day period. Both passes include easy entry, skip the line at select attractions, additional discounts at cafes, gift shops, and more. With Go City, passholders have the flexibility and freedom to choose what attractions, tours, and experiences they want, when they want them.

For more information, visit www.gocity.com or download the Go City app from the [App Store](#) or [Google Play](#).

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 137 attractions, 22 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.

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