

LEGOLAND Malaysia ready for thrilling 2025, country's key tourism player

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Johor Bahru

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Dhaka: LEGOLAND Malaysia Resort-Southeast Asia's one of the favorite family destinations-unveils bold plans to elevate the region's tourism appeal with brand-new experiences, cultural celebrations, and hands-on adventures.

The theme park cum resort is preparing for a landmark 2025, unveiling an exciting year-long calendar of attractions and events designed to solidify its reputation as the ultimate family destination in Southeast Asia.

"LEGOLAND Malaysia is more than just a theme park - we are a destination where families can discover new adventures and create lasting memories with every visit," said CS Lim, Vice President, LEGOLAND Malaysia.

Lim said this while talking to the media delegation of ASEAN Tourism Forum (ATF) 2025 during their visit to LEGOLAND Malaysia in Johor Bahru last month.

As Malaysia prepares for Visit Malaysia Year 2026, LEGOLAND is ready to play a pivotal role in amplifying the nation's tourism appeal.

The resort's ambitious offerings will deliver innovative, interactive, and immersive experiences, sure to captivate both regional and international audiences.

With its proven track record of creativity-driven entertainment, LEGOLAND Malaysia's 2025 initiatives will further reinforce Malaysia's standing as a premier global tourism hub.



Year of innovation, celebration

2025 at LEGOLAND Malaysia promises to be its most dynamic year yet, introducing a host of new attractions and culturally rich experiences designed to inspire and engage visitors of all ages:

New Build and Race experience

The Build and Test area will be transformed into an adrenaline-fueled Build and Race experience, where guests can design, customize, and race their dream cars in a dynamic, interactive space. Perfect for racing enthusiasts, budding engineers, and adventure seekers, this hands-on attraction will certainly be a must-visit for all.

New MINILAND Feature

LEGOLAND Malaysia's iconic MINILAND will unveil a stunning new addition, showcasing one of Southeast Asia's most prominent landmarks and skyline. Alongside MINILAND Amazing Malaysia, this intricate, life-sized LEGO display will celebrate the region's architectural marvels, taking visitors on a unique and immersive cultural journey.



CS Lim, Vice President, LEGOLAND Malaysia, seen addressing the media delegation of ASEAN Tourism Forum 2025 during their visit to LEGOLAND Malaysia in Johor Bahru last month

New LEGO Botanical Garden

In partnership with LEGO Botanicals, LEGOLAND Malaysia will debut a breathtaking nature-inspired garden filled with vibrant LEGO creations. This limited-time attraction is set to be a feast for the senses, offering families, aspiring builders, and photographers a stunning experience set against an unforgettable backdrop.

Driving regional tourism growth

As LEGOLAND Malaysia's 2025 plans align closely with Malaysia's national tourism objectives, the resort is well-positioned as a gateway to encourage cultural exploration through family-friendly entertainment. A strong focus remains on promoting growth in the region through key

initiatives such as:

(1) Showcasing Malaysia's culture and creativity, with immersive attractions and workshops designed to inspire learning through play and exploration.

(2) Collaborating with ASEAN travel partners, and building strategic partnerships aimed at attracting families and group travelers across Southeast Asia.

(3) Elevating edu-tourism via hands-on LEGO workshops, STEM-based experiences, and interactive events that seek to foster curiosity and learning in young visitors.

"Our 2025 initiatives will not only showcase Malaysia's vibrant culture but also ignite creativity in our guests. We are confident in being a strong driver for tourism growth as we build momentum towards Visit Malaysia Year 2026," concluded the Vice President of Legoland.