



AVATAR: THE EXPERIENCE CELEBRATES TWO MILLION VISITORS!

9 October, 2023 – Avatar: The Experience at Gardens by the Bay has just achieved this incredible milestone within its first 11 months of operation. This immersive experience, produced by NEON, held its world premiere inside Cloud Forest on 28 October 2022, and, today, welcomed Mr. Alex Wu and his family as the 2,000,000th visitors.



From left to right: Mr. Alex Wu and his Family, Ms. Olivia Sim, Executive Director, International Business Integration and Global Development, The Walt Disney Company, Mr. George Gross, Senior Vice President and Managing Director, Walt Disney Attractions Japan and Walt Disney Imagineering Japan, and Mr. Welby Altidor, NEON Group Chief Creative and Innovation Officer.

NEON, along with their esteemed partners, Gardens by the Bay, Disney Location-Based Experiences, and James Cameron and Jon Landau's Lightstorm Entertainment, celebrated this momentous occasion. The vast popularity of the *Avatar* films, remarkable reviews, and the recently received Outstanding Attraction Experience award at the Singapore Tourism Awards announced in May 2023, have all attributed to the successful engagement at this

experience. Additionally, Avatar: The Experience recorded 11,000 visitors in one day, 12 August 2023, which is the highest daily attendance to date since opening.

Inspired by *Avatar*, and *Avatar: The Way of Water*, the first and the third highest-grossing films of all time, this experience has been captivating Singaporean as well as international audiences. The event plans to continue through 1 January, 2024 for more guests to witness the wonders of Pandora.

Executive Chairman & Group CEO of NEON, Mr. Ron Tan said, "It is beyond our imagination to be able to welcome our 2,000,000th visitor in less than a year right here at the iconic Cloud Forest. The support from our collaborators at Disney Location-Based Experiences, Lightstorm Entertainment, the Singapore Tourism Board and Gardens by the Bay, has made Avatar: The Experience a truly spectacular creative endeavor, and one that continues to delight the people of Singapore, and travelers from all over the globe."

Avatar: The Experience, set within the visually stunning Cloud Forest at Gardens by the Bay, elevates guest visits with impressive, interactive and striking content throughout five different zones within the 4000 square meter glass dome. Here, guests journey through the alien world of Pandora, witnessing its bioluminescent environments, engaging with its mystical creatures and flora, and sharing in the captivating culture of the Na'vi.

Avatar: The Experience operating hours are from 9 am to 9 pm daily. Book tickets now at www.AvatarTheExperience.com or through our official venue partner, Gardens by the Bay. www.gardensbythebay.com.sg

From 1 October, 2023, Singapore Residents can enjoy Avatar: The Experience at the usual resident rates when the purchase is made with a local credit/debit card. [For more information on the Singapore Resident Promotion](#)

For more information please visit: www.AvatarTheExperience.com

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#AVATARTHEEXPERIENCE

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About NEON

NEON, formerly Cityneon, is a global leader in creating and producing experiential entertainment. NEON enjoys worldwide partnerships with The Walt Disney Company and Marvel Entertainment for *Marvel Avengers S.T.A.T.I.O.N.* and *Marvel Avengers Station: Evolution*, 20th Century Studios for *AVATAR: The Exhibition*, Hasbro for *Transformers: The Experience*, NBCUniversal for *Jurassic World: The Exhibition*, and Lionsgate for *The Hunger Games: The Exhibition*. It also has a partnership with Warner Bros. Themed Entertainment to produce two brand-new, unique global touring-themed art experiences inspired by the Wizarding World and DC, slated to launch in 2024. The Company also partners with the governments of Egypt and Peru for their original artifact IP experiences, *Ramses the Great and the Gold of the Pharaohs* and *Machu Picchu and the Golden Empires of Peru*, respectively, plus authentic artifact tours *Pompeii: The Exhibition*, *Mummies of the World: The Exhibition*, *Victoria the T. Rex* and *Auschwitz. Not Long Ago. Not Far Away*.

The Group's IP experiences are powered by ANIMAX, a fully owned subsidiary and a world-class creative animatronics powerhouse that specializes in research and development, engineering and entertainment robotics, with state-of-the-art facilities located in Nashville, US, Wuxi, China and the Middle East.

NEON's global partnerships have enabled the Group to bring compelling experiences that leave lasting memories to millions of visitors in more than 70 cities to date globally. For more information, please visit www.neonglobal.com.

About Gardens by the Bay

An integral part of Singapore's "City in Nature" vision, Gardens by the Bay is a national garden and premier horticultural attraction that showcases the best of garden and floral artistry for all to enjoy. Spanning 101 hectares in the heart of Singapore's downtown Marina Bay, it comprises three waterfront gardens – Bay South, Bay East, and Bay Central. Bay South, the largest at 54 hectares, officially opened on 29 June 2012.

Guided by the vision to be a world of gardens for all to own, enjoy and cherish, the Gardens' extensive plant collection, ever-changing floral displays, and myriad of engaging programmes have captured the imagination of many, while its Gift of Gardens community initiative reaches out to people from all walks of life.

Since opening, Gardens by the Bay has welcomed more than 93 million visitors and garnered numerous international awards including Best Theme Attraction at TTG Travel Awards 2022, a silver for Destinations Building Back Better Post-Covid at the World Responsible Tourism Awards 2021, Best Attraction Experience at the Singapore Tourism Awards 2019, and ASEAN Sustainable Tourism Award presented by ASEAN Tourism in 2018. The Gardens continues to refresh and refine its offerings, to be a place that everyone can enjoy – a garden where wonder blooms. For more information, please visit www.gardensbythebay.com.sg.