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NEON celebrates two million visitor milestone for Avatar: The Experience at Gardens by the Bay



NEON, a [global experience entertainment company](#), has announced that *Avatar: The Experience* at Gardens by the Bay in Singapore has welcomed two million visitors within its first 11 months of operation. Produced by NEON, the immersive experience made its debut in the Cloud Forest on 28 October 2022, and on 9 October 2023, Alex Wu, visiting with his family became the 2,000,000th guest.

This historic occasion was celebrated by NEON in collaboration with its prestigious partners, Gardens by the Bay, Disney Location-Based Experiences, and Lightstorm Entertainment, which is led by **James Cameron** and **Jon Landau**.

The success of this experience has been ascribed to the huge popularity of the Avatar movie, as well as outstanding reviews and the recent Outstanding Attraction Experience award at the Singapore Tourism Awards, which was revealed in May 2023.

On 12 August 2023, *Avatar: The Experience* had 11,000 visitors in a single day—the largest daily attendance since the venue’s opening.

Explore Pandora’s wonders

This immersive experience has captivated both local and foreign viewers, drawing inspiration from the first and third highest-grossing films of all time, *Avatar* and *Avatar: The Way of Water*. In order to give more attendees the chance to experience Pandora’s wonders, the event is scheduled to run through 1 January 2024.

Executive chairman & group CEO of NEON, **Ron Tan** says: “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, housed in the spectacular Cloud Forest at Gardens by the Bay, enhances visitor experiences with remarkable, engaging, and eye-catching content spread over five distinct zones inside the 4000-square-metre glass dome. Here, visitors explore the alien planet Pandora, taking in its bioluminescent settings, interacting with its enigmatic wildlife, and learning about the fascinating Na’vi culture.

Earlier this month, NEON Group Ltd. [announced a new partnership with Itochu Property Development, Ltd. and Sankei Building Co., Ltd.](#) establishing the foundation for its strategic expansion in Japan.

Top image: 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.

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Charlotte Coates is blooloop’s editor. She is from Brighton, UK and previously worked as a librarian. She has a strong interest in arts, culture and information and graduated from the University of Sussex with a degree in English Literature. Charlotte can usually be found either with her head in a book or planning her next travel adventure.

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