

JURASSIC WORLD: THE EXPERIENCE
TO OPEN AT LONDON BATTERSEA ON 23RD MAY 2025

Sign up now for priority access to this must-see, family-friendly immersive experience.
Pre-sale begins 29th April. Public bookings open 30th April, 2025.



Jurassic World: The Experience will open its doors at the new NEON at Battersea Power Station on 23rd May 2025, giving visitors the chance to fully immerse themselves in the family-friendly dinosaur experience

London, UK – [23rd APRIL 2025] – *Jurassic World: The Experience* will be roaring into the heart of London in May 2025, throwing open the iconic Jurassic World gates to a must-see family-friendly adventure that brings one of the biggest blockbuster franchises in cinema history to life for dinosaur fanatics, big and small. Created by NEON, a global leader in producing experiential entertainment, *Jurassic World: The Experience* is the inaugural exhibition at the brand-new NEON at Battersea Power Station visitor space located next to the London landmark.

Jurassic World: The Experience, which returns to London due to phenomenal demand, will be the first of many live entertainment experiences to be staged at the new attraction. Visitors will walk amongst pre-historic giants and get up close and personal with countless different species across two floors of curated *Jurassic World* immersive environments within this new venue.

Fans of the franchise and audiences of all ages will be immersed in scenes inspired by the beloved films including walking beneath a towering Brachiosaurus, exploring the lab of genetic development, coming face to face with Velociraptor Blue, and even get a rare up-close look at the most vicious dinosaur of them all, the *Tyrannosaurus rex*. Guests will also be able to interact with baby dinosaurs, discover and engage with actual fossilised dinosaur bones.

Jurassic World: The Experience will be at NEON Battersea Power Station for a limited time, and it coincides with the launch of the highly anticipated *Jurassic World: Rebirth* film which hits screens this July. Sign up now to get priority access to tickets at JurassicWorldExperience.co.uk or NeonAtBPS.co.uk. The 24-hour presale begins on Tuesday 29th April via the global live entertainment platform Fever, with tickets available on general sale from Wednesday 30th April.

Ron Tan, CEO and Executive Chairman of NEON says, “*Jurassic World: The Experience* is the perfect extension of the popular film franchise, offering the fusion of entertainment, science, and cutting-edge technology, and allowing fans to step into the awe-inspiring *Jurassic World* like never before.

“The opening of *Jurassic World: The Experience* at the iconic Battersea Power Station will mark the first of many world-class IP experiences that NEON will be showcasing in London through our partnerships with leading global studios and partners around the world. Together, we are excited to bring this globally celebrated experience to the heart of London.”

Jurassic World: The Experience Ticket Information

General admission prices for *Jurassic World: The Experience* start at £22.90 for children (ages 3-15). Family and group tickets are also available. Please note that all tickets are valid for a specific time slot.

NEON at Battersea Power Station

15m tall and with over 3,200m² of floor space, the impressive NEON building hosting *Jurassic World: The Experience* is the first-ever purpose-built entertainment and cultural visitor space in Central London. Its arrival taps into a growing experience economy, with nearly six in ten consumers planning to spend the same or more on experiences this year compared to last.¹ The same proportion of people say they prefer creating memories over purchasing material goods - fueling demand for innovative attractions.²

NEON at Battersea Power Station represents a major investment in London’s cultural infrastructure. The project is expected to create 60 local jobs through the Battersea Academy for Skills and Employment and become a hub for high-profile, rotating cultural content.

Sam Cotton, Head of Asset Management at Battersea Power Station Development Company, said: “We are delighted to be working closely with NEON to bring an exciting new cultural space to Battersea Power Station in the year that Wandsworth has been named the London Borough of Culture. *Jurassic World* is iconic, making it the perfect first experience to showcase next to this iconic London landmark. We are excited to see Londoners and visitors from further afield enjoy the experience and everything else that Battersea Power Station has to offer.”

In celebration of this brand new venue opening at Battersea Power Station, NEON will provide 5,000 complimentary tickets to local schools, allowing students to experience the exhibitions firsthand. Additionally, 1,000 free tickets will be offered to local charities, community organizations, and youth groups, furthering NEON's commitment to making world-class cultural experiences accessible to all.

Travelling to Battersea Power Station could not be easier with the Zone 1 Battersea Power Station Underground station bringing the riverside neighbourhood within 15 minutes of the West End and the City. Battersea Power Station also has its very own Uber Boat by Thames Clippers pier and is a 15-minute journey from Embankment, 20 minutes from Blackfriars, 30 minutes from Putney and 40 minutes from Canary Wharf. The riverside neighbourhood is easily accessible by bus, bike, car and train too.

Location @NeonAtBPS

<https://www.facebook.com/neonatbps>

<https://www.instagram.com/neonatbps>

For more about *Jurassic World: The Experience* opening soon at NEON at Battersea Power Station, please visit jurassicworldexperience.co.uk.

-ENDS-

MEDIA CONTACT:

For more information regarding *Jurassic World: The Experience* at Battersea Power Station please contact the NEON press office at instinct pr at neon@instinct-pr.com. Photography and video assets can be found in this [PRESS KIT LINK](#) for download. Preview of assets below:



About *Jurassic World: The Experience*

The experience connects audiences of all ages with immersive settings inspired by the *Jurassic World* franchise from Universal Pictures and Amblin Entertainment. It is produced in collaboration with Universal Live Entertainment, NEON, and Animax Designs, creators of the impressive animatronic dinosaurs.

About Universal Destinations & Experiences

Universal Destinations & Experiences, a unit of Comcast NBCUniversal, offers guests around the globe the world's most innovative, thrilling, and popular entertainment experiences. Our portfolio is comprised of world-class theme parks featuring the industry's most thrilling and technologically advanced attractions, exceptional hotel and resort properties, and unique merchandise, games, culinary, virtual, and live entertainment experiences. All are designed to create immersive, memorable, and emotionally fulfilling moments for people of all ages looking to take their accommodations and entertainment to new heights. For more information, visit corporate.universaldesignsandexperiences.com.

About the *Jurassic World* Franchise

From Universal Pictures and Amblin Entertainment, *Jurassic World* immerses audiences in a new era of wonder and adventure, where dinosaurs and humans must learn to coexist. More than a film franchise, it's an epic destination for exploration and discovery.

About NEON

NEON 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.*, 20th Century Studios for *AVATAR: The Experience*, Hasbro for *Transformers: The Experience*, NBCUniversal for *Jurassic World: The Exhibition*, and *Jurassic World: The Experience*. NEON also has a partnership with Warner Bros. Discovery Themed Entertainment for *Harry Potter: Visions of Magic*, currently open in Resorts World Sentosa, Singapore. Additionally, a brand new, DC experience is slated to debut in 2025. The Company also partners with the governments of Egypt and Peru for their original artefact IP experiences, *Ramses & the Gold of the Pharaohs* and *Machu Picchu and the Golden Empires of Peru*, respectively, plus authentic artefact tours *Pompeii: The Exhibition*, *Mummies of the World: The Exhibition*.

The Group's IP experiences are powered by ANIMAX, a fully owned subsidiary and a world-class creative animatronics powerhouse that specialises 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 75 cities to date globally. For more information, please visit www.neonglobal.com.

About Battersea Power Station

The regeneration of Battersea Power Station has created London's most exciting mixed-used neighbourhood which is home to over 150 shops, bars, restaurants and unique leisure experiences in and around the iconic Grade II* listed building. The riverside neighbourhood has welcomed over



26 million visitors since the Grade II* listed Power Station and Electric Boulevard, a pedestrianised high street, opened in October 2022.

Battersea Power Station offers a mix of premium, high street and small independent brands, over 50 cafes, bars and restaurants, state-of-the-art leisure and entertainment venues including Lift 109, a unique glass elevator experience inside the building's north west chimney offering 360° views of the London skyline, and an annual calendar of free events and cultural activities.

For more information, please visit www.batterseapowerstation.co.uk and follow @BatterseaPwrStn to keep up with the latest news and events.

About Fever

Fever is the leading global live entertainment discovery platform, inspiring over 300 million people every month to discover the best experiences in over 40 countries. With a mission to democratise access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events—from immersive exhibitions and sports to interactive theatrical performances, concerts, and festivals—while empowering its partners with data and technology to develop and expand new experiences worldwide.