

ATLAS Industry Brief

Selected developments across the global entertainment, leisure and attractions industry.

EDITION 001

9 DEVELOPMENTS

5 LEAD DEVELOPMENTS

IN THIS EDITION

Destination-scale investment

IP-led destinations

New attraction capacity

Waterpark development

EDITION OVERVIEW

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1 PUBLISHER

COVERAGE

THEME PARKS | ATTRACTIONS | DESTINATION SCALE INVESTMENT
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SIGNALS IN THIS EDITION

01 DESTINATION-SCALE INVESTMENT

Four selected developments involve material expansion funding, enabling coordination or delivery timelines for major destinations.

02 IP-LED DESTINATIONS

Four selected developments show recognised entertainment brands advancing resort, park or attraction capacity.

03 NEW ATTRACTION CAPACITY

Four selected developments open or announce significant rides, themed areas and aquatic leisure capacity.

04 WATERPARK DEVELOPMENT

Two selected developments add or plan aquatic leisure capacity across resort and cruise-led visitor destinations.

Original reporting is attributed and linked. ATLAS context uses governed, read-only records only.

SELECTED DEVELOPMENTS

Developments worth knowing

01 | LEAD DEVELOPMENT

Universal Studios Japan plans major expansion spending up to \$1.88bn, reports Nikkei

WHAT HAPPENED

Universal Studios Japan (USJ) is planning a significant expansion, as reported by Nikkei. The project is estimated to cost between 200 and 300 billion yen. It will make use of 60,000 square meters of nearby land owned by Osaka City and others to develop new attractions.

DESTINATION SCALE INVESTMENT | IP LED DESTINATIONS | THEME PARKS | ATTRACTIONS

ATLAS CONTEXT

Development: Planned expansion

WHY IT MATTERS

The proposed investment would represent USJ's first site expansion since 2001, adding land and attraction capacity to one of the world's most visited theme parks.

Blooloop | 2026-08-28

[View original source](#)

02 | LEAD DEVELOPMENT

DreamWorks-themed hotel and water park planned for Thailand

WHAT HAPPENED

Asset World Corporation (AWC) and Universal Destinations Experiences are collaborating on Thailand's first DreamWorks Animation-themed hotel. The new hotel, located at the Aquatique Pattaya mixed-use development, will bring DreamWorks' stories and characters to life.

HOSPITALITY + ENTERTAINMENT | WATERPARK DEVELOPMENT | IP LED DESTINATIONS | HOSPITALITY
WATERPARKS

ATLAS CONTEXT

Development: Planned development

WHY IT MATTERS

The project combines a globally recognised entertainment brand with hotel and waterpark capacity, extending IP-led development into a destination-scale resort proposition.

Blooloop | 2026-09-07

[View original source](#)

SELECTED DEVELOPMENTS

Developments continued

03 | LEAD DEVELOPMENT

UK government, local leaders meet to maximise benefits of new Universal resort

WHAT HAPPENED

The UK government has met with regional leaders to discuss how they can work together to maximise the benefits of the proposed Universal United Kingdom Resort. Located in Bedfordshire, Universal United Kingdom Resort is scheduled to open in 2031 and will include a theme park with several immersive lands, a 500-room hotel and a retail, dining, and entertainment complex.

DESTINATION SCALE INVESTMENT | IP LED DESTINATIONS | THEME PARKS | HOSPITALITY | ATTRACTIONS

ATLAS CONTEXT

Development: Government coordination

WHY IT MATTERS

The government roundtable signals active coordination around infrastructure, jobs and regional delivery for a destination-scale resort expected to reshape Bedfordshire's visitor economy.

Blooloop | 2026-08-21

[View original source](#)

04 | LEAD DEVELOPMENT

Efteling sets opening date for new Raveleijn area, Ravenring attraction

WHAT HAPPENED

Efteling has set 1 December as the opening date for its renovated Raveleijn area, the new Raveleijn: Battle for the City stunt show and the Ravenring attraction. The €20 million programme also includes updated F&B facilities and a new souvenir shop.

ATTRACTION RENEWAL | NEW ATTRACTION CAPACITY | THEME PARKS | ATTRACTIONS

ATLAS CONTEXT

Development: Opening programme

WHY IT MATTERS

The Raveleijn programme combines a refreshed themed area, a new attraction and an upgraded live show, demonstrating coordinated reinvestment across entertainment and guest amenities.

Blooloop | 2026-09-03

[View original source](#)

SELECTED DEVELOPMENTS

Developments continued

05 | LEAD DEVELOPMENT

Funding approved for new aquarium in Constanța, Romania

WHAT HAPPENED

Romania's Constanța County Council has announced the signing of a funding contract for a new €23 million aquarium project, financed through the Southeast Regional Program 2021-2027. The new aquarium, situated at 255 Mamaia Boulevard within the Constanța Natural Sciences Museum Complex, is set to be the largest in the Balkans.

DESTINATION SCALE INVESTMENT | VISITOR EXPERIENCE | AQUARIUMS | MUSEUMS | ATTRACTIONS

ATLAS CONTEXT

Development: Funded development

WHY IT MATTERS

The approved funding moves a major public aquarium towards delivery and would add significant year-round visitor capacity to Romania's Black Sea coast.

Blooloop | 2026-08-27

[View original source](#)

06 | INDUSTRY DEVELOPMENT

Norwegian Cruise Line opens new Great Tides Waterpark in the Bahamas

WHAT HAPPENED

Norwegian Cruise Line has opened the new Great Tides Waterpark on its 270-acre private island in the Bahamas, Great Stirrup Cay. The nearly six-acre water park is made up of four main areas - Tidal Tower, Cliffside Cove, Wandering River, and Splash Cay.

WATERPARK DEVELOPMENT | NEW ATTRACTION CAPACITY | WATERPARKS | ATTRACTIONS | CRUISE

ATLAS CONTEXT

Development: Opening

WHY IT MATTERS

The opening expands Norwegian Cruise Line's private-destination offer with a major family waterpark, strengthening the competitive role of proprietary attractions in cruise itineraries.

Blooloop | 2026-09-04

[View original source](#)

SELECTED DEVELOPMENTS

Developments continued

07 | INDUSTRY DEVELOPMENT

Dollywood's \$60m NightFlight Expedition attraction opens to guests

WHAT HAPPENED

Dollywood's newest addition, the \$60 million NightFlight Expedition attraction, has officially opened to guests. Described as a game changer for the theme park industry, NightFlight Expedition is the largest single attraction investment in Dollywood's history, and the park's 11th roller coaster.

NEW ATTRACTION CAPACITY | STORY LED ATTRACTIONS | THEME PARKS | ATTRACTIONS

ATLAS CONTEXT

Development: Opening

WHY IT MATTERS

The \$60 million opening is Dollywood's largest single-attraction investment, combining coaster, water and story-led elements in a major new guest experience.

Blooloop | 2026-08-21

[View original source](#)

08 | INDUSTRY DEVELOPMENT

Disney's Abu Dhabi development could open in 2029

WHAT HAPPENED

Last year, Disney announced a partnership with Miral to create a theme park resort in Abu Dhabi, UAE. The seventh Disney location worldwide will be a waterfront resort on Yas Island, blending Disney's stories, characters, and attractions with Abu Dhabi's culture, coastlines, and architecture.

IP LED DESTINATIONS | DESTINATION SCALE INVESTMENT | THEME PARKS | HOSPITALITY | ATTRACTIONS

ATLAS CONTEXT

Development: Planned development

WHY IT MATTERS

The reported 2029 timing gives the Yas Island Disney resort a potential delivery horizon and reinforces Abu Dhabi's long-term pipeline of globally branded destination attractions.

Blooloop | 2026-08-25

[View original source](#)

SELECTED DEVELOPMENTS

Developments continued

09 | INDUSTRY DEVELOPMENT

Six Flags Magic Mountain to open new Thrill Glider coaster in 2027

WHAT HAPPENED

Six Flags Magic Mountain in California has announced a record-breaking roller coaster called Thrill Glider for 2027. Created exclusively for Six Flags Magic Mountain by Vekoma, the ride combines flying, motorbike and suspended coaster technologies to form a world-first coaster category - the Thrill Glider.

NEW ATTRACTION CAPACITY | RIDE TECHNOLOGY | THEME PARKS | ATTRACTIONS

ATLAS CONTEXT

Development: Planned attraction

WHY IT MATTERS

The announced 2027 coaster introduces a new ride configuration and adds a major future attraction to Six Flags Magic Mountain's competitive thrill-ride portfolio.

Blooloop | 2026-09-11

[View original source](#)

EDITION LENS

DESTINATION-SCALE INVESTMENT

IP-LED DESTINATIONS

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