

ATLAS Industry Brief

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

EDITION 002

9 DEVELOPMENTS

5 LEAD DEVELOPMENTS

IN THIS EDITION

Destination-scale investment

IP-led formats

Technology in operation

Cultural visitor capacity

EDITION OVERVIEW

Inside this edition

9 DEVELOPMENTS

5 LEAD DEVELOPMENTS

1 PUBLISHERS

COVERAGE

THEME PARKS | ATTRACTIONS | FAMILY ENTERTAINMENT | WATERPARKS
MUSEUMS | TECHNOLOGY

SIGNALS IN THIS EDITION

01 DESTINATION-SCALE INVESTMENT

BON and Universal UK show major capital continuing to flow into large, integrated entertainment destinations.

02 IP-LED FORMATS

Mattel's indoor waterpark demonstrates how established consumer brands are moving into scalable, year-round attraction formats.

03 TECHNOLOGY IN OPERATION

Chimelong's large robot deployment moves embodied AI from demonstration into live guest service, entertainment and hotel operations.

04 CULTURAL VISITOR CAPACITY

Major museum projects are adding permanent visitor capacity through significant openings and new construction.

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

SELECTED DEVELOPMENTS

Developments worth knowing

01 | LEAD DEVELOPMENT

VidantaWorld's BON luxury theme park gets soft opening date

WHAT HAPPENED

VidantaWorld has set 24 October 2026 as the soft-opening date for BON, its \$1.5 billion luxury theme park at Nuevo Vallarta in Mexico. The initial opening will serve resort guests before a wider public launch planned for April 2027.

DESTINATION SCALE INVESTMENT | HOSPITALITY + ENTERTAINMENT | THEME PARKS | ATTRACTIONS

ATLAS CONTEXT

Market: Nuevo Vallarta, Mexico
Country: Mexico
Development: Opening programme

WHY IT MATTERS

The project introduces a high-investment luxury positioning to the theme park market and extends VidantaWorld's resort proposition with a major gated attraction.

Blooloop | 2026-09-25

[View original source](#)

02 | LEAD DEVELOPMENT

Universal "required" financial support to commit to UK park, says government

WHAT HAPPENED

A UK government report says Universal required financial support before committing to its planned Bedford resort. Universal expects to invest more than £5 billion in construction and a further £1 billion during the decade after the resort opens in 2031.

DESTINATION SCALE INVESTMENT | GOVERNMENT COORDINATION | THEME PARKS | HOSPITALITY
ATTRACTIONS

ATLAS CONTEXT

Market: Bedfordshire, United Kingdom
Country: United Kingdom
Development: Destination development

WHY IT MATTERS

The disclosed support and investment scale provide new evidence about the public-private structure behind one of Europe's largest planned entertainment destinations.

Blooloop | 2026-10-09

[View original source](#)

SELECTED DEVELOPMENTS

Developments continued

03 | LEAD DEVELOPMENT

Mattel unveils first immersive water park, opening in Nebraska in 2027

WHAT HAPPENED

Mattel has unveiled its first Wonder Indoor Waterpark, planned to open in Bellevue, Nebraska, at the end of 2027. The approximately 100,000-square-foot year-round attraction will use brands including Barbie, Hot Wheels and UNO.

IP LED DESTINATIONS | WATERPARK DEVELOPMENT | WATERPARKS | ATTRACTIONS
FAMILY ENTERTAINMENT

ATLAS CONTEXT

Market: Bellevue, Nebraska
Country: United States
Development: Planned development

WHY IT MATTERS

The concept gives Mattel a scalable indoor attractions format that can bring several major consumer brands into regional, year-round leisure markets.

Blooloop | 2026-10-02

[View original source](#)

04 | LEAD DEVELOPMENT

China's Chimelong Spaceship integrates more than 300 robots across park

WHAT HAPPENED

AgiBot and Chimelong Group have deployed more than 300 robots at Chimelong Spaceship in Zhuhai. The robots support entertainment, education, visitor guidance and hotel operations across the destination.

OPERATIONAL TECHNOLOGY | VISITOR EXPERIENCE | THEME PARKS | ATTRACTIONS | HOSPITALITY

ATLAS CONTEXT

Market: Zhuhai, China
Country: China
Development: Technology deployment

WHY IT MATTERS

The scale and breadth of the deployment make it a significant live test of embodied AI across both guest-facing experiences and attraction operations.

Blooloop | 2026-09-25

[View original source](#)

SELECTED DEVELOPMENTS

Developments continued

05 | LEAD DEVELOPMENT

Met Museum breaks ground on new Tang Wing

WHAT HAPPENED

The Metropolitan Museum of Art has broken ground on the Tang Wing for modern and contemporary art in New York. The five-storey project will provide 69,500 square feet of exhibition space within a 126,000-square-foot building.

CULTURAL INVESTMENT | NEW VISITOR CAPACITY | MUSEUMS | ATTRACTIONS

ATLAS CONTEXT

Market: New York City
Country: United States
Development: Construction milestone

WHY IT MATTERS

The project adds substantial permanent exhibition capacity to one of the world's leading museums and marks a major cultural construction milestone for New York.

Blooloop | 2026-09-16

[View original source](#)

06 | INDUSTRY DEVELOPMENT

Lucas Museum launches in LA with star-studded opening gala

WHAT HAPPENED

The Lucas Museum of Narrative Art has opened in Los Angeles. The institution occupies a 300,000-square-foot building on a new 13-acre campus in Exposition Park and is dedicated to visual storytelling across popular and fine art.

CULTURAL INVESTMENT | VISITOR EXPERIENCE | MUSEUMS | ATTRACTIONS

ATLAS CONTEXT

Market: Los Angeles, California
Country: United States
Development: Opening

WHY IT MATTERS

The opening introduces a major new cultural anchor to Exposition Park and adds a large-scale museum centred on narrative art and popular visual culture.

Blooloop | 2026-09-21

[View original source](#)

SELECTED DEVELOPMENTS

Developments continued

07 | INDUSTRY DEVELOPMENT

iP2 and Walltopia present "mini theme park" turnkey solution

WHAT HAPPENED

iP2 Group and Walltopia have developed a turnkey mini theme park based on the ZAFARI IP for locations of 500 to 1,000 square metres. The format combines active attractions, themed media, digital missions, operations, food and beverage, and retail, with three ZAFARI venues already in development across the Middle East.

IP LED FORMATS | SCALABLE ATTRACTION DELIVERY | FAMILY ENTERTAINMENT | ATTRACTIONS
TECHNOLOGY

ATLAS CONTEXT

Market: Middle East pipeline
Country: Global
Development: Turnkey attraction format

WHY IT MATTERS

The repeatable package gives mall owners and FEC developers a more predictable route to launching differentiated, IP-led destinations.

Blooloop | 2026-09-21

[View original source](#)

08 | INDUSTRY DEVELOPMENT

Futuroscope unveils new sci-fi-themed hotel for 2028

WHAT HAPPENED

Futuroscope has revealed its fourth hotel, a 240-room, four-star science-fiction-themed property scheduled to open in 2028. The hotel is under construction and will connect to the Aquascope water park by a pedestrian bridge.

HOSPITALITY + ENTERTAINMENT | DESTINATION EXPANSION | THEME PARKS | WATERPARKS

ATLAS CONTEXT

Market: Chasseneuil-du-Poitou, France
Country: France
Development: Planned expansion

WHY IT MATTERS

The hotel adds accommodation and business-event capacity while strengthening the physical and commercial connection between Futuroscope and Aquascope.

Blooloop | 2026-09-29

[View original source](#)

SELECTED DEVELOPMENTS

Developments continued

09 | INDUSTRY DEVELOPMENT

Zamperla reveals new attractions for O'Fun Park at IAAPA Expo Europe

WHAT HAPPENED

O'Fun Park plans to invest €6 million in four new attractions for its 2027 season. The programme includes Mine Discovery, the French park's first family roller coaster, together with three additional family rides.

NEW ATTRACTION CAPACITY | PARK REINVESTMENT | THEME PARKS | ATTRACTIONS

ATLAS CONTEXT

Market: Vendee, France
Country: France
Development: Planned expansion

WHY IT MATTERS

The programme represents a meaningful expansion for an established regional park and introduces its first roller coaster as part of a broader family-attraction package.

Bloolooop | 2026-09-23

[View original source](#)

EDITION LENS

DESTINATION-SCALE INVESTMENT

IP-LED FORMATS

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