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13 Minutes Read • Feb.11, 2026

Entertainment Press release

WORLD'S ONLY DRAGON BALL THEME PARK LAUNCHED IN QIDDIYA CITY

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KEY TAKEAWAY TITLE

- Qiddiya announces the world's first Dragon Ball theme park, a massive 500,000 m² attraction in Qiddiya City featuring seven themed zones, over 30 rides, and a 70m.
- Shenron centerpiece — created in partnership with Toei Animation to bring the iconic anime to life and reinforce



Qiddiya as the global capital of play



Dragon Ball theme park will further cement Qiddiya City's position as the worldwide capital of play. The play concept leverages decades of research showing that play is vital for human cognitive development, emotional expression, social skills, creativity, and physical health. Studies have demonstrated the positive effects of recreational activities on society, their ability to bridge differences between cultures, and enhance levels of empathy and social cohesion.

The unveiling of the Dragon Ball theme park follows the launch of Qiddiya City's world-first multi-use Gaming and Esports District, the high-tech Prince Mohammed bin Salman Stadium and Speed Park Track. More announcements from Qiddiya are due in the coming weeks.



The Board of Directors of the Qiddiya Investment Company (QIC) revealed today the launch of Dragon Ball theme park, as it continues to

Riyadh, March 22, 2024 – Nestled within Qiddiya City, just 40 minutes from Riyadh, this never-seen-before anime theme park is set to become a jaw-dropping spectacle, spanning more than half a million square metres, bringing to life the most iconic storylines, moments, and characters across all sagas.

Inspired by the 7 legendary Dragon Balls, visitors can navigate 7 distinctively themed zones within the park, catapulting guests into the heart of the anime action to experience the historic journey from the first Dragon Ball series to the latest Dragon Ball Super.

park-goers can embark on a journey and immerse themselves in interactive and explorable landmarks from the Dragon Ball series and friends while indulging in exotic cuisines inside towering



to the Kingdom’s economic growth and improving the quality of life.”

HRH CROWN PRINCE MOHAMMED BIN SALMAN



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