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Hong Kong Disneyland Resort Delights Fans at D23 with Exclusive New Pixar and Marvel Expansions Coming Only to Hong Kong

*First look at the all-new Pixar-themed theatrical spectacular debuting in the first half of 2027
and new exciting details of the Marvel-themed area expansion*

HONG KONG, August 16, 2026 – At D23: The Ultimate Disney Fan Event, hosted biennially in Anaheim, California, from August 14 – 16, an exciting new chapter in the expansion journey of Hong Kong Disneyland Resort (HKDL) has been unveiled, bringing guests a first look at exclusive Pixar and Marvel-themed experiences coming to the resort. From an all-new Pixar theatrical spectacular debuting in Toy Story Land in the first half of 2027 to a major expansion of the Marvel-themed area anchored by an Avengers attraction, these additions continue to reinforce HKDL as a destination where Disney stories come to life through immersive experiences created exclusively for Hong Kong.

A Brand-new Pixar Adventure Awaits at Toy Story Land



A massive theater space will be unveiled at HKDL's Toy Story Land for an all-new Pixar-themed theatrical spectacular, inviting guests to explore the newly expanded neighborhood, with their favorite friends from *Toy Story*, including Woody, Jessie, Buzz Lightyear, Rex and more.

Set to debut in the first half of 2027, this new show available exclusively at HKDL will take Pixar fans and guests of all ages on the ultimate Pixar adventure. "Through beloved Pixar characters, guests will experience an emotional adventure that explores how meaningful friendships are built, nurtured, and celebrated over time." said **Michael Serna, Executive Creative Director, Disney Live Entertainment.**



An Original Story and All-New Pixar Character Soon Come to Life



In collaboration with Pixar Animation Studios, HKDL is inviting guests on an all-new emotional adventure to guests, introducing Poppy, an original Pixar character created exclusively for this show. As the lead character, Poppy is an adorable plush toy from Hong Kong who accompanies her owner, Aria, to Andy's neighborhood. Sweet and a little shy, she has a unique habit of curling into a ball whenever she feels nervous or overwhelmed. As she settles into her new home, Andy's toys come together to welcome her and help her embrace her new neighborhood. Each toy shares their ideas about friendship, taking everyone on an adventure through different beloved Pixar worlds including *Toy Story*, *Monsters, Inc.*, *Cars*, *The Incredibles* and *Inside Out*.

"At Pixar, we believe the stories that endure are the ones that resonate. Through Poppy's journey of navigating a new neighborhood, guests will discover a story about friendship, belonging, and finding confidence in the unfamiliar, themes that have always been central to Pixar storytelling." said **Roger Gould, Creative Director of Theme Parks, Pixar Animation Studios**.



Having just arrived from Hong Kong, Aria brings with her a collection of cherished keepsakes and childhood memories from home. As guests explore the new backyard play space, they'll discover playful nods to growing up in Hong Kong, from Chinese chess to a rattle drum, and even local treats like egg tarts. Together, these familiar touches help tell the story of where Poppy comes from, reflecting the sights, sounds and treasured memories that shape childhood in Hong Kong.

Poppy's heartwarming journey will also feature two original songs created through a collaboration between Disney Live Entertainment teams in Hong Kong and the United States. Among them is "Bloom," a bright, uplifting and pop-forward anthem inspired by the friendships that blossom along the way.

A First-of-Its-Kind Collaboration Brings Storytelling, Entertainment and Innovation Together

Developed through a first-ever collaboration between Disney Live Entertainment, Pixar Animation Studios and Industrial Light & Magic (ILM), this groundbreaking production brings together the best of Pixar storytelling, Disney Park's expertise in creating immersive entertainment experiences, and ILM's pioneering filmmaking technology.

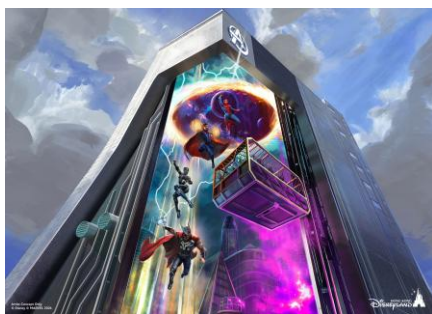
Pixar creative talent including Bob Peterson, writer of *Up*; Kelsey Mann, director of *Inside Out 2*; and Jason Katz, head of story for *Toy Story 5*, joined forces with Disney Live Entertainment to craft an original story filled with the heart, humor and emotional storytelling for which Pixar is known.

Supported by ILM, the legendary visual effects studio and a division of Lucasfilm, the production brings film-quality visual effects and digital artistry to the stage. Through a seamless blend of real and digital environments, including live performers, physical sets, props and dynamic digital environments, guests will step into the story and embark on a theatrical adventure where the boundaries between stage and screen begin to disappear. "Through this first-ever collaboration, we're creating a new kind of storytelling experience that blends the best of cinema and live entertainment in a way that only Disney can deliver." said **Chris Balog, Visual Effects Supervisor, Industrial Light & Magic**.

An All-New Avengers Attraction to Transform Tomorrowland's Skyline at HKDL



One of the most exciting new details revealed at D23: The Ultimate Disney Fan Event was about the next chapter of HKDL's multi-year expansion focused on the expanded Marvel-themed area. More than a new attraction, the expansion will also feature a brand-new Quinjet landing platform that creates opportunities for guests to encounter Marvel Super Heroes throughout the day. Bringing together an all-new attraction, entertainment and shopping experiences in one immersive destination, it will transport guests to the Marvel Universe like never before.



At the heart of the expansion is a new Pavilion at Stark Expo, a striking new landmark that will redefine Tomorrowland's skyline. The iconic building will be home to the Avengers Research Testing Labs, where Stark Industries and other brilliant minds, including Peter Parker, also known as Spider-Man, develop cutting-edge technologies to defend against future threats. This powerful new technology soon attracts evil forces, taking guests on an action-packed journey with Spider-Man and more Super Heroes across Wakanda, Asgard and beyond.

A Story Only Hong Kong Disneyland Can Tell

There is no place in the world quite like Hong Kong Disneyland Resort. As the only Disney destination nestled between majestic mountains and the sea, the resort offers a one-of-a-kind setting where Disney storytelling meets the beauty of nature and embraces the vibrant spirit of Hong Kong.

From an original Pixar story and character to an expanded Marvel universe, these latest announcements highlight HKDL's commitment to creating experiences guests can find nowhere else. With more exclusive offerings on the horizon, the resort will continue to bring unique stories, characters and adventures to life in ways that celebrate the best of Hong Kong, while delivering the magic that only Disney can create.

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**Guests are required to purchase their tickets in advance and have a valid park reservation for their visit. Please refer to the latest visit arrangements on Hong Kong Disneyland's official website:*
<https://www.hongkongdisneyland.com/>

About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and backgrounds. Filled with your favorite Disney stories and characters, Hong Kong Disneyland Resort offers guests the opportunity to explore eight diverse lands that are home to award-winning, one-of-a-kind attractions and entertainment. Complete your adventure with stays at the resort's luxurious Disney hotels. The magic doesn't end at our doorstep; as a dedicated member of the local community that cares deeply about societal wellbeing, Hong Kong Disneyland Resort spreads its magic through community service programs that help families in need, boost creativity among children and families, encourage the protection of the environment and inspire healthier living.

Mobile app gives the latest updates & helps plan your visit



The Hong Kong Disneyland mobile app keeps guests informed of all the excitement at Hong Kong Disneyland Resort, from operating hours to entertainment schedules. Reserve your park visit and get Disney Standby Pass to meet Disney friends or other designated experiences inside the park. Use the GPS-enabled map to find your way around the park or make reservations for park and hotel restaurants, and make every moment count with wait times for each attraction. Magic Access members can also view block-out calendars and membership privileges, designed to make your visit even more magical.

Download the Hong Kong Disneyland mobile app for free:

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