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Shanghai Disney Resort Welcomes a Golden Autumn With All Things Duffy and Friends, a Wicked-Fun Halloween, and Holiday Celebrations

Additional tiers will be added into Shanghai Disneyland's current pricing structure, providing even more options as guests plan their visits starting this autumn

Shanghai, August 25, 2025 – The golden season has arrived at Shanghai Disney Resort, bringing with it blissful weather and beautiful vistas for guests from near and far to enjoy. Starting with the beloved Duffy Month featuring flower-filled offerings and the return of the spectacular Shanghai Opera performance in September, to a spellbinding Halloween with brand-new pirate-themed experiences coming to Treasure Cove and an extended eight-day Spook-tacular, guests can look forward to an ever-changing lineup of events and activities, with surprises around each corner this autumn at Shanghai Disney Resort.

With exciting festivals and holidays from Shanghai Tourism Festival in September, to the Golden Week holiday and Mid-Autumn Festival in October, autumn brings with it countless ways for guests to explore Shanghai Disney Resort. For example, in celebration of the Golden Week national holiday, from October 1 to 3, Shanghai Disneyland will present a special castle projection featuring fireworks after the iconic nighttime spectacular “ILLUMINATE! A Nighttime Celebration,” bringing an extra-magical finale to the day.

To help provide more flexible options for guests planning their visit to Shanghai Disneyland, starting this Mid-October, additional ticket price options will be inserted within the current price band between RMB 475 and RMB 799. There will be no change to the top or bottom tier price, and the current rolling 30-day pricing calendar will continue to be provided to guests with the information they need to plan in advance their park visit.



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Let's be friends this Duffy Month!

From September 1 to 30, 2025, there's a plethora of heartwarming and adorable fun waiting for guests with the arrival of Duffy Month. This year's celebrations are fabulously floral as Duffy and Friends prepare gifts with flowers to celebrate their friendship with Mickey Mouse and Minnie Mouse. Throughout the month, guests will have plenty of opportunities to discover the flower-filled stories of Duffy and his friends, from the Duffy floral to the interactive social wall, as well as miniature sets around Mickey Avenue to capture imaginative photos with Duffy and Friends plushes.

This love of flowers also blooms into Duffy and Friends' dazzling new outfits. Duffy has chosen a camellia theme, while ShellieMay wears a hat adorned with a Chinese rose. Gelatoni wears a top with cymbidium ensifolium-inspired embroideries, while 'Olu Mel has hibiscus embroideries on his outfit. StellaLou's headwear is made of multiple hosta blooms, and CookieAnn has picked lotus for her accessories. LinaBell's stand-collar jacket and headpiece



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are also delicately adorned with osmanthus blooms. Mickey Mouse and Minnie Mouse will join the celebration as well, wearing their new outfits adorned with hibiscus.



Duffy month also heralds the return of the daily show, **“Enjoying the Moon with Duffy and Friends,”** throughout September. The story unfolds with Mickey Mouse and Minnie Mouse joining Duffy and Friends to “enjoy the moon” and celebrate friendship together. Starting September 7 and continuing every Sunday throughout the month, the resort will proudly reprise the much-anticipated special edition of the show during selected performances of the day. In collaboration with **Shanghai Huju Opera Theatre**, the special edition incorporates Shanghai Opera into the show taking place in front of the Enchanted Storybook Castle, allowing guests of all ages to immerse themselves in the renowned cultural charm of Shanghai. This year will see two young performers take turns in performing Duffy Month’s theme song “Let’s Get Together,” using Shanghai dialect mixed with unique Shanghai Opera rhythms. The performance will also feature classic Shanghai Opera melodies, including “The Melody of Purple Bamboo” and “Four Seasons,” enchanting guests with an infusion of classical elegance.

Towards the end of the month, the entire resort will come together to celebrate **LinaBell’s fourth anniversary**, and this year, the celebration is extended to a whole week from September 23 to 29!

Guests can also uncover Duffy Month enchantment in a mouthwatering selection of treats that taste like autumn itself:

- The smell of fragrant osmanthus fills not only the air but the palate in sumptuous



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desserts like the Osmanthus Mini Dumpling Crepe with Strawberry Ice Cream and Minnie Mouse Osmanthus Muffin at CookieAnn Bakery Café, or the osmanthus-flavored gelato and ice cream cones at Il Paperino.

- For an extra special celebration, the fan-favorite Duffy and Friends Themed Afternoon Tea at the Royal Banquet Hall and the Autumn Season Brunch at Shanghai Disneyland Hotel's Lumière's Kitchen are filled with a dazzling selection of lovely treats and flavors of the season to tantalize taste buds.



Guests seeking a more immersive dress-up experience, or a memento of their trip will have plenty of choice thanks to a new series of merchandise:

- In the **Mickey and Friends Garden Stroll Collection**, plushes and plush keychains of Mickey and Friends are wearing elegant outfits featuring blossoms, butterflies, and persimmons. Guests can match with a new floral-themed headband adorned with laces, ribbons, and pearls.



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- Duffy and Friends also brings its floral outfits to a range of charming collectibles in the **Duffy and Friends Floral Dream Collection**. With elegant accessories like cross-body bags, headbands, and jewellery, guests can add floral elements to any look this autumn. For the perfect gift this holiday season, the Duffy and Friends mooncake set and tea set are crafted for sharing with families and friends.



Guests can also enjoy exclusive ticket offers and staycation packages to make the most of their visit:

- **Duffy Month One-day Ticket with Free Duffy Month Celebration Pack and Ice Cream Bar:** a one-day dated park ticket, F&B offerings, and a Duffy-themed giveaway.
- **Bundle of Two Tickets with Disney Linabell Celebration Party Voucher:** admission to her one-week anniversary party in the Duffy and Friends Celebration Hall, featuring special moments with LinaBell, and themed snacks and cake.
- **Disney Dream Vacation – Duffy and Friends Package:** an overnight stay at Shanghai



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Disneyland Hotel with LinaBell-themed overlay, breakfast and dinner, two park tickets, and in-park F&B coupons.

Extra thrills await this Halloween with an extended Spook-tacular and new experiences

As the gold of autumn begins to fade and the nights draw in, Disney Villains emerge to celebrate the resort's legendary Halloween festivities. From October 4 to November 1, 2025, guests are invited to embrace their own spooky side with endless opportunities to join the dress-up tradition throughout the celebration.

This Halloween, **Treasure Cove** will be filled with the spirit of pirates, featuring two swashbuckling new experiences. In the brand-new experience **Buccaneer Bash**, guests can join Captain Nova and her crew for an immersive evening of pirate mischief and carnival games. Set against the backdrop of Treasure Cove, the nighttime event combines live performances, interactive activities, carnival games, and food and merchandise experiences, creating thrilling memories for all!

Barbossa's Bounty, the restaurant in Treasure Cove, will feature an all-new immersive pirate theme, making every meal a journey of adventure as guests "board" as a newly recruited pirate. Guests won't want to miss the array of brand-new dishes, all served aboard "pirate ships."

The Halloween magic won't be complete without the much-anticipated yearly arrival of the Disney Villains. Making her Shanghai Disney Resort debut during this year's Halloween festivities is **Mother Gothel** from Walt Disney Animation Studios' *Tangled*, who will be appearing alongside other Disney Villains at daily encounters around the park and during surprise appearances on the Enchanted Storybook Castle balcony. But it's not just the villains who are looking spooky this Halloween—Mickey and Friends, Duffy and Friends, and Winnie the Pooh and his friends are all joining in on the fun with their own special Halloween outfits.

In Zootopia, "Zootizens" can once again "turn" into other species and let out happy howls as they celebrate the blooming of the Night-Howlers during the annual "**Howl-o-ween**" tradition.



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The Halloween atmosphere reaches its peak with the arrival of the iconic **Halloween Spook-tacular Days**. Now extended to eight whole days, spanning every Friday, Saturday, and Sunday from October 17 to November 1, guests will have even more opportunities to enjoy the exclusive Spook-tacular offerings.

This year also sees more blackened snacks appearing on menus across the resort, from the Mini Waffles with Caramel Sauce to the Pulled Pork Mickey Mouse Hand Buns, all turning black this Halloween! The new merchandise collections are filled with exciting items featuring a variety of Disney characters, allowing guests to bring home their very own piece of the Halloween magic.

As night falls, guests can continue to revel in the Halloween atmosphere with even more experiences in Disneytown. Halloween-themed performances to upbeat music keep the party going. For extra chills and thrills, the **Disneytown Halloween Tour** offers an exclusive experience for children, or wander to the **Halloween Market** where eerie treats and ghoulish goodies dare the bravest taste buds.

Shanghai Disneyland's ticketing structure refinement provides even more price options to guests starting this autumn

Beginning this Mid-October, 2025, Shanghai Disney Resort will refine the pricing structure for admission to Shanghai Disneyland, adding additional tiers to its current six-tiered pricing structure. As the resort continues to develop innovative offerings and optimize ticketing to reflect local consumer visitation habits, the new multiple-tier pricing structure will provide more price options to guests by narrowing the gap between current tiers, while further supporting the resort to effectively spread visitation throughout the year based on attendance forecast and maximize guest experience.

Pricing for both entry and top tiers will be unchanged, remaining at RMB 475 and RMB 799 respectively. Exact ticket tiers will be decided based on the theme park's attendance forecast, with the rolling 30-day pricing calendar continuing to be provided to help guests plan their park visit in advance.



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A discount of approximately 25% will continue to be provided to children (aged 3 to 11 years old, both inclusive), seniors (60 years old and above) and guests with disabilities (certificate/proof of disability is required). Infants (under the age of 3 years old) will continue to receive free admission.

The resort is also offering more ticket offers to help guests make the most of their autumn visits. Guests can purchase a **Shanghai Tourism Festival Exclusive – Afternoon Ticket**, which is valid for entry to Shanghai Disneyland after 15:00 on a pre-selected date from September 13 through September 19, 2025, to enjoy all autumn has to offer.

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