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Universal Kids Resort to open after World Cup start



Universal Kids Resort in Frisco will have rides, shows, a 300-room hotel and a range of restaurants and shops.

COURTESY OF UNIVERSAL

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The \$550 million Universal theme park will open in Frisco this summer after years of anticipation, helping to elevate the tourism landscape in this booming city north of Dallas.

Universal Kids Resort will start welcoming guests July 1, according to a recent announcement. General admission and annual passes are already on sale, ranging from [\\$54.99 to \\$164.99](#).

The 20-acre park features a colorful 300-room hotel and various [rides and attractions based on well-known Universal properties](#), including DreamWorks Animation's Shrek, Puss in Boots, Trolls and Gabby's Dollhouse franchises, as well as Nickelodeon's SpongeBob SquarePants, Illumination's Minions and Jurassic World.

The park will support around 1,400 jobs once open, a spokesperson for Florida-based Universal Destinations & Experiences said in a May 28 email.

Universal Destinations, part of [Comcast Corp.](#) (Nasdaq: CMCSA), began construction on the resort in 2023 with plans to open in 2026. While the resort won't be ready in time for the start of the [FIFA World Cup](#) in mid-June, it will open in the midst of the tournament and is still expected to benefit from increased tourism during the event.

The park will generally operate from 10 a.m. to 7 p.m. on weekdays and from 10 a.m. to 8 p.m. on weekends. Hotel guests will receive early admission beginning at 9 a.m., according to [the resort's website](#).

While smaller than the company's resort in Orlando, Florida, a March 2023 analysis estimated the Frisco park could attract 7,500 daily visitors on average day and up to 20,000 on peak days, such as holidays and during summer vacation. That could result in sizable spending spillover for surrounding hotels and restaurants. Universal declined to provide its own attendance projections.

The resort is within the [2,500-acre Fields development](#), which is already home to a [slew of high-end homes](#) the PGA of Americas headquarters and the Omni PGA Frisco Resort.

[The resort's development team](#) included general contractor Balfour Beatty, architect Gensler and utility contractor Moss Utilities LLC.