



Surabaya Vaganza 2026 (Garden of Hope): KidZania Surabaya participated in the 733rd Anniversary of Surabaya City.

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Won 1st place

KidZania Surabaya won 1st place at the 2026 Surabaya Tourism Awards in the Shopping and Recreational Tourism category for tourist attractions.



Playdate Owner Kapal Api & Andy Sugar

Vincent Mergonoto and Andy Sugar Enjoy Their Visit to KidZania Surabaya

The **KidZania** Journal

THE VOICE OF OUR NATION



KIDZANIA SURABAYA NEWS BULLETIN | Years 26/ Number 10 | KidZania Surabaya, July 2026



KidZania Surabaya Enlivens Surabaya Vaganza 2026: Festival of Lights – Garden of Hope

Surabaya, May 16, 2026 – KidZania Surabaya participated in Surabaya Vaganza 2026, the city's annual parade held as part of the 733rd Anniversary of Surabaya (HJKS) celebrations. This year's event embraced the theme "Festival of Lights: Garden of Hope," featuring a spectacular illuminated night parade that captivated thousands of residents and visitors.

As a leading family edutainment destination in Surabaya, KidZania Surabaya contributed to the celebration by showcasing creativity, collaboration, and its commitment to supporting the growth of the tourism and creative economy sectors. Its participation also reflected support for the Surabaya City Government's efforts to strengthen the city's position as one of Indonesia's premier tourism destinations.

The parade commenced at the Tugu Pahlawan area and passed several of Surabaya's iconic landmarks, including Tunjungan Street and the Grahadi Building, before concluding at the Bambu Runcing Monument.

Thousands of spectators lined the parade route to enjoy a vibrant showcase of decorated floats, artistic performances, illuminated costumes, and creative attractions presented by dozens of participating groups.

Adding to its significance, Surabaya Vaganza 2026 was officially included in the Kharisma Event Nusantara 2026 list, recognizing it as one of Indonesia's premier tourism events. The parade featured 35 participating teams representing government institutions, private companies, universities, art communities, and student organizations.

For KidZania Surabaya, participation in Surabaya Vaganza 2026 served not only as an opportunity to promote its educational entertainment concept but also to strengthen community engagement and raise awareness of the value of experiential learning through its learning by doing philosophy. The spirit of creativity, hope, and togetherness embodied in the "Garden of Hope" theme reflects KidZania Surabaya's mission to inspire children and empower them to prepare for the future.



NEWS BULLETIN



KidZania Surabaya Wins 1st Place at the Surabaya Tourism Awards 2026

Surabaya, May 2–3, 2026 – KidZania Surabaya has once again achieved a significant milestone by winning 1st Place in the Shopping and Recreational Tourism category for Tourist Attractions at the Surabaya Tourism Awards (STA) 2026. This prestigious award, organized through a collaboration between the Surabaya City Government, Harian Disway, and Ciputra University Surabaya, was presented as part of the 733rd Anniversary of the City of Surabaya (HJKS) celebration. It recognizes tourism industry players who have made meaningful contributions to strengthening Surabaya's tourism appeal.

During the assessment process for the Surabaya Tourism Awards 2026, KidZania Surabaya was recognized for successfully delivering an innovative edutainment concept that seamlessly combines education and entertainment while supporting the growth of Surabaya's family tourism and shopping tourism ecosystems. This achievement highlights KidZania Surabaya's role as a destination that not only provides recreation but also delivers meaningful educational experiences that contribute to the development of children and families.

As an interactive mini-city designed especially for children, KidZania Surabaya offers immersive learning experiences through engaging simulations of various professions. This unique concept goes beyond entertainment by helping children understand the world of work, develop essential life skills, and cultivate a sense of responsibility from an early age. These strengths have established KidZania Surabaya as a preferred family tourism destination for both domestic and international visitors to Surabaya.

This award stands as a testament to KidZania Surabaya's commitment to consistently delivering high-quality, innovative, and relevant educational tourism experiences for the younger generation. Moreover, this achievement further strengthens KidZania Surabaya's position as a leading family educational tourism destination while supporting Surabaya's vision of becoming a world-class family tourism city.



NEWS BULLETIN



Vincent Mergonoto and Andy Sugar Experience Role-Playing at KidZania Surabaya

KidZania Surabaya once again created a memorable experience for its visitors through the visit of Vincent Mergonoto, Deputy Managing Director of PT Santos Jaya Abadi, alongside Surabaya-based content creator Andy Sugar, widely known through his social media account @andysugarr. Their presence was warmly welcomed by visitors, including several school groups participating in KidZania Surabaya's educational activities.

During the visit, Vincent Mergonoto and Andy Sugar invited children and their families to explore a variety of professions available at KidZania Surabaya. They also experienced activities at the Kapal Api establishment and interacted directly with visitors, creating a warm, engaging, and joyful atmosphere throughout the event.

The occasion also provided parents with the opportunity to witness firsthand how children learn through immersive, fun, and meaningful experiences. The presence of Vincent Mergonoto and Andy Sugar inspired participants while adding excitement to the day's activities. This memorable visit further reinforced KidZania Surabaya's commitment to delivering engaging educational experiences for children and families.

PARTNERSHIP

We extend our heartfelt gratitude to all of our Industry Partners for their invaluable partnership in bringing our establishments and activities to life, helping us build a better world for future generations.



Upcoming Partners:



CITY



Lunar New Year Delights Visitors with Wushu and Lion Dance Performances

February 17, 2026 – The Lunar New Year celebration once again became one of the most anticipated seasonal events at KidZania Surabaya. Throughout February, the children's city was transformed with festive Lunar New Year decorations across various areas, from the Airport—where an Angpau Tree welcomed visitors—to a variety of traditional ornaments that brought the spirit of the celebration to life.

This year's festivities were made even more vibrant with captivating wushu and lion dance performances that delighted visitors of all ages. In addition to enjoying these cultural attractions, guests also had the opportunity to receive exciting prizes through the Angpau Tree.

The Angpau Tree was a special gift from KidZania Surabaya for every visitor. Through this program, guests could select an angpau containing a variety of exclusive benefits, including discount vouchers for KidZania merchandise and the cafeteria, as well as F&B discount vouchers redeemable at VASA Hotel and Sheraton Hotel.

The 2026 Lunar New Year celebration was one of the flagship programs in KidZania Surabaya's series of seasonal events. Beyond creating a festive atmosphere, the program reinforced KidZania's commitment to being an educational destination that not only provides entertainment but also enriches children's cultural awareness and social understanding.



Embracing the Spirit of Kartini Day, KidZania Surabaya Collaborators Showcase the Elegance of Kebaya

Surabaya, April 21, 2026 – April 21 marks an important occasion to commemorate the legacy of Raden Ajeng Kartini and her enduring advocacy for women's emancipation, education, and gender equality. In celebration of Kartini Day, KidZania Surabaya invited all female collaborators to wear traditional Indonesian attire, specifically the kebaya, throughout the workday. As a token of appreciation, each female collaborator was welcomed with a special rose upon arriving at work. This initiative honored the invaluable role of women in the workplace, paid tribute to R.A. Kartini's legacy, and served as a reminder of the significant contributions women make to their families, communities, and the professional world.

The Kartini Day celebration was held at the Metropolitan Theatre of KidZania Surabaya and began with opening remarks from President Director Tarno Darwan. The event continued with a video presentation highlighting the life and legacy of R.A. Kartini, followed by a heartfelt appreciation video featuring special messages from the collaborators' families. The atmosphere at KidZania Surabaya reflected a sense of pride and celebration as collaborators showcased elegance and confidence in their kebaya. Beyond symbolizing the preservation of Indonesia's cultural heritage, the event also served as an opportunity to foster greater appreciation for the nation's traditions while reinforcing the values of gender equality and women's empowerment.

Through this Kartini Day commemoration, KidZania Surabaya encourages all collaborators to embody Kartini's spirit by embracing lifelong learning, facing challenges with confidence, and making meaningful contributions in both their professional and personal lives. Kartini's legacy continues to inspire, reminding us that every woman has the opportunity to grow, innovate, and become a positive force for change in society.



KidZania
Surabaya

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COMMUNITY



Celebrating Eid al-Adha 1447 H, KidZania Surabaya Donates Qurban to Al Amin Mosque

May 27, 2026 – In celebration of Eid al-Adha 1447 Hijri, KidZania Surabaya reaffirmed its commitment to social responsibility and community engagement through the donation of one cow for Qurban to Al Amin Mosque. This initiative reflects the company's dedication to sharing blessings while strengthening its relationship with the surrounding community during this meaningful occasion. Eid al-Adha is a moment that reflects the values of sacrifice, sincerity, and compassion, which continue to inspire collective goodwill.

Through the distribution of the sacrificial animal, KidZania Surabaya aims to deliver tangible benefits to those in need while fostering a stronger spirit of generosity as a core value in social life. This donation also represents the company's ongoing commitment to corporate social responsibility. Beyond providing enriching educational experiences for children, KidZania Surabaya remains steadfast in its mission to contribute positively to society through various social and humanitarian initiatives.



Partnering with the Ministry of Manpower, KidZania Surabaya Equips Young Talents with Real-Life Work Experience

KidZania Surabaya is proud to announce the successful completion of its National Internship Program for Batch 1 and Batch 2, which welcomed university students and recent graduates from various institutions across Indonesia. This program is part of KidZania Surabaya's ongoing commitment to supporting the development of young talent by providing real-world work experience in a professional environment.

Throughout the internship, participants were engaged in a wide range of activities, including daily operations, visitor services, event management, and child education.

Under the guidance of KidZania Surabaya professionals, the interns had the opportunity to develop technical skills while strengthening their communication, teamwork, problem-solving abilities, and work ethics.

The program also offered direct exposure to how an edutainment destination operates, as well as the processes involved in delivering an exceptional visitor experience. In line with KidZania's philosophy of learning through experience, participants gained practical insights that support their readiness to enter the workforce.

The successful implementation of the National Internship Program for Batch 1 and Batch 2 stands as a testament to KidZania Surabaya's contribution to developing the competencies of the younger generation. It is hoped that the experience and knowledge gained throughout the program will serve as a valuable foundation for participants as they continue their careers and navigate the challenges of the professional world in the future.

COMMUNITY



KidZania Goes to BBWI: Collaborating with Wonderful Indonesia

May 16, 2026 – KidZania Surabaya continues to strengthen its commitment to supporting national tourism development through its collaboration with Wonderful Indonesia in the “Bangga Berwisata di Indonesia” (BBWI) campaign. This strategic partnership serves as a concrete effort to encourage the public, particularly the younger generation and families, to recognize, appreciate, and take pride in Indonesia’s rich and diverse tourism destinations. As a leading family

edutainment destination that delivers learning through play, KidZania Surabaya believes that tourism plays an important role in shaping character, broadening perspectives, and fostering a deeper appreciation of Indonesia’s cultural diversity. In line with this vision, KidZania Surabaya actively supports the BBWI campaign initiated by Wonderful Indonesia, which aims to inspire society to explore and celebrate domestic tourism. Through this collaboration, positive messages about local tourism are integrated into educational and

interactive visitor experiences. As part of this initiative, KidZania Surabaya introduced a series of engaging activities highlighting Indonesia’s cultural diversity, including the “Indonesian Region Guessing Challenge” and “Coloring Your Future Job.” These activities invite children to explore the richness of Indonesia’s regions and tourism destinations in a fun, interactive, and educational setting. As an added incentive, participants who successfully complete the activities are rewarded with KidZos.

KidZania Surabaya Spreads Ramadan Joy Through CSR Initiative

In the spirit of giving during the holy month of Ramadan 2026, KidZania Surabaya conducted a Corporate Social Responsibility (CSR) initiative by welcoming 30 children from Baitun Nur Orphanage to experience a “play-while-learning” journey at KidZania Surabaya. This activity reflects the company’s commitment to creating meaningful opportunities for children to learn in an engaging, enjoyable, and memorable way.

Aligned with KidZania’s edutainment concept, the participants were invited to explore a variety of professional activities, allowing them to develop new skills while gaining valuable insights and broader perspectives. The program also created a heartwarming moment of togetherness, filled with joy and the spirit of Ramadan. In addition to taking part in the activities, the children also received gifts as a gesture of care and appreciation.

Through this initiative, KidZania Surabaya aims to bring happiness and enriching experiences to the children of Baitun Nur Orphanage. This program further



reflects the company’s ongoing commitment to making a positive impact on the community through meaningful and sustainable social initiatives. bagian dari komitmen perusahaan untuk terus memberikan kontribusi positif kepada masyarakat melalui berbagai kegiatan sosial yang berdampak.

LIFE



Supporting Young Generation in Achieving Their Dream Careers, KidZania Surabaya Participates in Ciputra University's Career Fair 6.0

As part of its commitment to expanding career opportunities for young talent, KidZania Surabaya participated in Career Fair 6.0, organized by Ciputra University Surabaya, on Monday–Tuesday (May 25–26). This event served as a platform to connect job seekers with companies from various industries, while also opening opportunities to build broader professional networks.

Embracing the spirit of “A Dream Career Starts with the First Step,” Career Fair 6.0 featured dozens of well-known companies offering a range of job opportunities and internship programs for participants. As a company engaged in edutainment, KidZania Surabaya utilized this opportunity to introduce its work culture and share available career prospects. Through its participation, KidZania Surabaya’s Human Resources team engaged directly with participants, providing information on open positions, the recruitment process, and insights into working within a dynamic, people-focused environment. This event also served as a valuable opportunity for Ciputra University students and alumni to gain a deeper understanding of the professional world, explore various career paths, and discover opportunities aligned with their interests and passions.

Enlivening EduFun East 2026, KidZania Surabaya Introduces Fun Learning Experiences Through Play

Echoing its commitment to delivering engaging professional learning experiences for children, KidZania Surabaya participated in the Jawa Pos EduFun East 2026 event held from Friday to Sunday (April 24–26). Organized by Jawa Pos, this educational exhibition supports schools and educational institutions in showcasing their flagship programs and attracting new students for the 2026–2027 academic year. Held at the Tunjungan Convention Center in Surabaya, the exhibition stands as one of the region’s largest education fairs, providing the public with comprehensive access to a wide range of educational information.

KidZania Surabaya’s participation in EduFun East 2026 reflects the company’s continued commitment to supporting children’s educational development through its edutainment concept, which seamlessly combines learning and play. Through this initiative, KidZania Surabaya introduced a variety of educational experiences designed to help children explore different professions, build essential life skills, and foster character development as well as self-confidence from an



early age. During the exhibition, the KidZania Surabaya team actively engaged with visitors to share information about the diverse educational activities available at KidZania Surabaya. Visitors also gained deeper insight into KidZania’s signature experiential learning concept, which enables children to better understand the world of work and explore various professions in a fun, interactive, and meaningful way.

Follow Our Social Media:

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 surabaya.kidzania.com
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LIFE



Strengthening Togetherness through Collaborators' Iftar

A warm and festive atmosphere filled KidZania Surabaya's Main Square on Thursday (March 5). In the spirit of togetherness during the holy month of Ramadan, KidZania Surabaya held a breaking of fast gathering for all collaborators. The event was also attended by various stakeholders who have been part of KidZania Surabaya's journey and development. This meaningful occasion served as an opportunity to strengthen relationships among collaborators and reinforce a harmonious, family-like workplace culture.

The iftar gathering was enlivened by a series of engaging performances presented by collaborators, creating a vibrant and

joyful atmosphere throughout the evening. Participants enjoyed a wide selection of iftar dishes, ranging from traditional favorites to modern cuisine, provided by various culinary tenants. The event also featured a religious reflection delivered by Ustadz Afri Andiarto, highlighting the significance of Ramadan and the importance of spreading happiness, particularly for children. This message resonates strongly with KidZania Surabaya's commitment to delivering meaningful, educational, and joyful experiences for every child who visits. Through this iftar gathering, KidZania Surabaya continues to strengthen values of togetherness, collaboration, and mutual respect within the workplace, further fostering a positive and united organizational culture.



KidZania Surabaya Board of Commissioners Visit and Handover Ceremony for 2026

KidZania Surabaya held a Board of Commissioners Visit, Overview Meeting, and Handover Ceremony on January 30, 2026. During the ceremony, Mr. Jeffri Tongam RM officially assumed the role of President Commissioner, succeeding Ms. Dona Herlinda Karisfa, while Mr. Lindung Artha Marhendra was appointed as Commissioner for the 2026 term.

From left: Mr. Tarno Darwan (President Director), Mr. Jeffri Tongam RM (President Commissioner for 2026), Mrs. Dona Herlinda Karisfa (President Commissioner for 2025), Mr. Lindung Artha Marhendra (Commissioner for 2026), and Mr. George Ngantung (Director of Finance and HR)

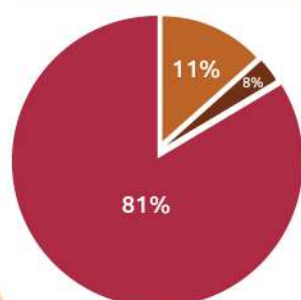
DEMOGRAPHY



Be a part of our Zity!



Get your PaZZport and be a Kool CitiZen at KidZania Surabaya!



Naturalized 81%
Distinguished 11%
Honorable 8%



Grab it fast!

Get our kool merchandise at
@kidzaniyasurabayashop
or contact our hotline at
[0812 3089 9889]

DEMOGRAPHY

KIDZANIA AROUND THE WORLD



📍 Open Facilities: 26 Cities 📍 Coming Soon: 4 Cities

Open Facilities

KidZania Santiago - KidZania Cairo - KidZania Delhi NCR
 KidZania Mumbai - KidZania Jakarta - KidZania Surabaya - KidZania Koshien
 KidZania Tokyo - KidZania Fukuoka - KidZania Busan - KidZania Seoul
 KidZania Kuwait - KidZania Kuala Lumpur - KidZania Monterrey - KidZania Santa Fe
 KidZania Gualadajara - KidZania Cuicuilco - KidZania Lisbon - KidZania Doha
 KidZania Moscow - KidZania Istanbul - KidZania Abu Dhabi
 KidZania Dubai - KidZania Dallas - KidZania Hanoi - KidZania Singapore

Coming Soon

KidZania Athens - KidZania Hong Kong - KidZania Sao Paulo - KidZania Taipei



HIGHLIGHT

PROMO

KidZania Surabaya

BUY 2 GET 1 FREE VOUCHER

Holiday Season Lebaran

SYARAT DAN KETENTUAN

- Setiap pembelian 2 tiket anak/teens akan mendapatkan 1 free voucher (berlaku kesempatan)
- Berlaku all days kecuali holiday season
- Masa berlaku Voucher 30 Maret - 30 April 2026
- Free Voucher berlaku pembelian tiket 7 jam
- Wajib follow Instagram @kidzaniasureabaya
- Promo tidak dapat digabung dengan promo lain

Periode Promo : 14 - 29 Maret 2026

KidZania Surabaya

HOKI DEALS 20%

14 - 17 FEBRUARI 2026

Dapatkan kesempatan untuk memenangkan Grand Prize Voucher Staycation FNB dan Voucher Free Pass KidZania Surabaya

SYARAT DAN KETENTUAN

- Mengenakan pakaian nuansa merah berhak mendapatkan diskon 20% dari harga tiket regulier
- Membuat stories di airport dan tag ke Instagram @kidzaniasureabaya dengan menggunakan hashtag #HokiKidZania
- Promo Fullday (10.00-17.00) berlaku all days mulai tanggal 14 Februari-17 Februari 2026
- Berlaku pembelian dilempat dengan 7 jam bermain
- Promo tidak dapat digabungkan dengan promo lainnya

KidZania Surabaya

PROMO FAMILY TIME

TIKET 2 ANAK & 2 DEWASA

~~800.000~~

NOW ONLY

550.000*

*SYARAT & KETENTUAN BERLAKU

PERIODE 2-19 JUNI 2026

More Info: ☎ 0812 3089 9889 ☎ (031) 9920 6633

KidZania Surabaya

Promo Day One Idul Fitri

OPERATION HOUR 12.00-17.00

TODDLER	RP 50.000
CHILD/TEENZ	RP 125.000
ADULT	RP 100.000

Syarat & Ketentuan

- Hanya berlaku 1 hari saat Idul Fitri hari pertama (mengikuti kemungkinan penetapan pemerintah 20 atau 21 Maret 2026)
- Harga berlaku pemesanan periode pre-sale maupun saat holiday season hingga H-1 sebelum kedatangan max pukul 18.00 WIB
- Pemesanan maksimal H-2 sebelum kedatangan
- Min pembelian 10 tiket all Category
- Pembelian tiket hari ke kedatangan dikenakan tiket regulier
- Tidak berlaku voucher freepass
- Promo tidak dapat digabungkan dengan promo lain

KidZania Surabaya

RAMADAN PROMO

DISKON 30%

TODDLER 2-3 Tahun	70.000
CHILD 4-10 Tahun	157.500
TEENZ 11-25 Tahun	175.000
ADULT 26-59 Tahun	105.000

SYARAT & KETENTUAN

- Promo berlaku untuk pembelian on the spot
- Tiket untuk 7 jam bermain
- Wajib follow Instagram @kidzaniasureabaya dan menunjukan kepada tim Airport counter saat transaksi
- Share keseruan bermain di KidZania Surabaya dengan cara tag Instagram @kidzaniasureabaya
- Promo tidak dapat digabung dengan promo lain

Periode: 18 Februari-13 Maret 2026

KidZania Surabaya

PROMO HAPPINESS DEAL!!

1 CHILD/TEENZ + 1 ADULT ONLY 300K

INCLUDE VOUCHER (POS UP TO 20%)

PERIODE: 20 JUNI - 12 JULI 2026

More Info: ☎ (031) 9920 6633 ☎ 0812 3089 9889

KidZania Surabaya

LONG WEEKEND SUROBOYO SALE DISCOUNT 31%

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Discount 31% berlaku pada tanggal yang berwarna biru

More Info: ☎ (031) 9920 6633 ☎ 0812 3089 9889

HIGHLIGHT

REGULAR TICKET

BABY 0-1 years old	FREE	
TODDLER 2-3 years old	Rp 100.000	
CHILD 4-16 years old	Weekday Rp 225.000	Weekend Rp 250.000
	Weekday Rp 225.000	Weekend Rp 250.000
TEENZ 17-25 years old	Rp 150.000	
ADULT 26-59 years old	FREE	
ELDER ≥ 60 years old	FREE	