



Safe Harbor Development Introduces ‘The Play District: Powered by Hasbro’ to Pigeon Forge, Tennessee

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Featuring beloved family brands, this first-of-its-kind entertainment destination will welcome families to create lifelong memories

EXTERIOR FACADE IMAGERY [HERE](#)

PIGEON FORGE, Tenn. (June 18, 2026) – [Safe Harbor Development](#), in partnership with Kingsmen Xperience, Inc, under license by leading games, IP and toy company Hasbro, unveiled plans for [The Play District: Powered by Hasbro](#), an immersive, multi-attraction entertainment destination redefining play in the Smoky Mountains. The Play District will bring some of the world’s most iconic brands like NERF, PEPPA PIG, PLAY-DOH and TRANSFORMERS, to one of the country’s premier family vacation destinations.

With plans to open summer 2027, The Play District will be Pigeon Forge’s newest go-to family activity destination, bringing immersive, brand-inspired play experiences together under one roof. Guests can expect three distinct, high-energy attraction areas designed for families and visitors of all ages whether they want to explore, compete or imagine together. The attractions will include:

- **NERF Action Xperience:** A dynamic, adrenaline-filled arena where guests can test their skills in competitive challenges. Suitable for kids and adults, this area will feature an obstacle course, curated arcade games, laser tag, a first-of-its-kind NERF ride and more.
- **PEPPA PIG Playtime:** Inspired by PEPPA’s iconic house on the hill, guests can enjoy a play-driven family experience in beloved locations from the preschool series.
- **Planet Playskool:** A vibrant, sensory-rich, interactive environment where kids and their families can create, play, and explore. Planet Playskool will feature experiences from brands such as PLAY-DOH, TRANSFORMERS, PJ MASKS, MOUSE TRAP and more.

“At Safe Harbor Development, we’ve always believed the best experiences are measured by how people feel when they leave,” said Darby Campbell, Founder & Chairman of Safe Harbor Development. “The Play District: Powered by Hasbro is more than an entertainment venue — it’s a reimagined family destination designed to create happy places and smiling faces. By combining iconic brands with immersive, interactive attractions, we’re creating a place where families can connect, spark their imaginations, and make lasting memories together. If families leave smiling and feeling closer than when they arrived, then we’ve done our job.”

Strategically positioned in the heart of one of the Southeast’s fastest-growing tourism corridors, The Play District will complement the area’s existing attractions while introducing a fresh and modern iteration of indoor, year-round entertainment. Representing an initial \$50 million investment in the Pigeon Forge community, the project is being brought to life by Safe Harbor Development through its affiliate, Indoor Entertainment, LLC, which operates the property. The investment underscores the company’s commitment to top-quality destinations that drive tourism, generate economic impact and further strengthen the region’s reputation as a premier family vacation destination.

“This collaboration between Safe Harbor Development, Kingsmen Xperience, and Hasbro allows us to extend our brands beyond the toy aisle and into real-world experiences,” said Matt Proulx, Senior Vice President of Global Experiences, Partnerships and Music at Hasbro. “The Play District will give families the opportunity to step into the worlds they already love to create unforgettable memories.”

Beyond the themed play areas, the approximately 50,000-square-foot venue will offer dedicated space for birthday parties, group events, school and camp outings and team-building activities, making it an ideal destination for gatherings of all kinds. In addition to the attractions, The Play District will also feature food and beverage offerings and on-site retail, including exclusive product. The building’s prime location at 2046 Parkway in Pigeon Forge will make The Play District a must-visit anchor within the local community and for families visiting the area.

“Darby Campbell and Safe Harbor Development are renowned for their expertise and success in property development and providing exceptional guest experiences, said Corey Redmond, Senior Executive Vice President of Kingsmen Xperience. “Our partnership with them, along with Kingsmen Xperience’s design and project management expertise, will realize our long-awaited plan to bring world-class Hasbro attractions and iconic brands to Pigeon Forge.”

Construction is currently underway, with more details, including opening timelines, ticketing, and more to be shared in the coming months. To be the first to know about ticket sales, promotions, events and more, visit <https://www.theplaydistrictpf.com/>

About Safe Harbor Development

Safe Harbor Development is a hospitality-driven real estate company focused on transforming waterfronts, resorts, and entertainment destinations into thriving, experience-led environments. Through a vertically integrated approach spanning development, construction, and operations, the company creates long-term value for investors, partners, and communities. Rooted in the belief that great places bring people together, Safe Harbor Development develops destinations where families, guests, and communities can connect, explore, and create lasting memories. For more information, visit <https://www.safeharbordev.com> or follow along on [Instagram](#) or [Facebook](#).

About Hasbro

Hasbro is a leading games, IP, and toy company whose mission is to create joy and community through the magic of play. With 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually around the world through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV, and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH, and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

About Kingsmen Xperience

Headquartered in Los Angeles, California, Kingsmen Xperience is the location-based entertainment-focused subsidiary of Kingsmen Creatives Ltd.

Kingsmen Xperience transforms iconic consumer brand engagements into reimaged and expansive interactive experiences. By creating landmark attractions, consumers can engage with beloved brands in new and extraordinary ways.

[Kingsmen Xperience](#) has vast experience in licensing and managing global intellectual property and raising capital, as well as working with leading commercial real estate companies worldwide for optimal venues. In addition, it provides oversight in the management of the design, production, and operations of experiential attractions. Kingsmen Xperience’s projects include museum-quality traveling exhibitions, pop-ups, and permanent installations, both in traditional and non-traditional venues.

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