



## **15 years LEGOLAND Deutschland – 15 years bright children’s eyes**

**LEGOLAND Deutschland opened its gates on a beautiful day in the Bavarian city of Günzburg on 17 May 2002. The location was preferred to its competition from Tokyo and welcomed its first guests with seven park areas and more than 40 attractions. Young and old LEGO fans dreams came true with LEGO models built of more than 50 million LEGO bricks and made kids eyes shine. The aspiration and motivation of the team was then and is still now to offer an unforgettable experience in mid of an incomparable LEGO world. In order to achieve these goals, the company invested not only into the park but also into the adjoining Holiday Village.**

The opening of LEGO themed overnight stay possibilities directly next to the LEGOLAND park was a milestone for the company in 2008. The gradual expansion of the Holiday Village made the theme park to a popular short break destination for families and offers accommodation for more than 2,000 guests. Due to the acquisition of the LEGOLAND park group by the English Merlin Entertainments Group in June 2005, LEGOLAND Deutschland had access to whole new possibilities of expansion and synergies with other brands of the company group. Since 2009, LEGOLAND Deutschland offers a large indoor aquarium LEGOLAND ATLANTIS by SEA LIFE, which is another brand of the group. Suitable to the its 15<sup>th</sup> anniversary in 2017, LEGOLAND Deutschland gives a present to its guests: the new park area LEGO NINJAGO WORLD with its interactive 4D-ride LEGO NINJAGO The Ride.

Now, 15 years after its opening, LEGOLAND Deutschland Resort offers more than 55 attractions in nine park areas, fantastic models made of more than 56 million LEGO bricks, rollercoasters, shows, a 4D-cinema and a lot more awaits families with children in the age of two to twelve.

## 15 Years LEGOLAND – expansions at a glance

- 2003: LEGO Model Neuschwanstein Castle in the MINILAND and the new attraction Dragon Hunt
- 2004: Opening of the Power Builder, a passenger robot of special kind
- 2005: The at that times largest LEGO building worldwide: the Allianz Arena made of more than one million bricks
- 2006: Munich Airport Terminal 2 in the MINILAND, DUPLO Playground, Canoe X-pedition, Gallery of Football Stars
- 2007: New park area: PIRATE LAND
- 2008: Opening of the worldwide first LEGOLAND Holiday Village with 90 LEGO themed family rooms in 45 houses, camp site, restaurants and adventure playgrounds
- 2009: New underwater world – the aquarium LEGOLAND ATLANTIS by SEA LIFE
- 2010: Three new houses and a minigolf facility at the Holiday Village
- 2011: LEGO *Star Wars*™ model exhibition in the MINILAND as well as 24 new Egyptian style houses with family rooms, a steak house restaurant, bowling-center and high ropes course in the Holiday Village
- 2012: Fly up high with the Flying NINJAGO and the NINJAGO MINILAND exhibition
- 2013: Opening of the KINGDOM OF THE PHARAOHS with the attraction Temple X-pedition and Knight's Castle with 34 rooms in the Holiday Village
- 2014: The worldwide largest LEGO model landed at the Park: The LEGO *Star Wars* X-Wing Starfighter, built with more than 5.3 million LEGO bricks; new King's Castle with 68 rooms in the Holiday Village.
- 2015: Crazy burglar chase in the LEGO City Police Station and 14 Camping Barrels in the Holiday Village
- 2016: High Five – five of the highest buildings of the world in LEGO format as well as the Dragon's Castle with 34 rooms and 25 Camping Barrels
- 2017: New park area LEGO NINJAGO WORLD with the interactive 4D-ride LEGO NINJAGO The Ride

There are big plans for LEGOLAND in future said CEO Martin Kring: “The consistently rising visitor numbers confirm that our resort meets the expectations of a family vacation and that we offer high quality experiences for children and parents. We were able to welcome 4 percent more guests in the park only from 2015 to 2016. We want to continue this path and we see great growth potential especially in foreign markets. This is the reason we will keep on investing into the park and the Holiday Village in the coming years.”

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Media information and graphic materials can be found at [www.LEGOLAND.de/Presse](http://www.LEGOLAND.de/Presse).  
Broadcast-quality footage is available for download at [www.LEGOLAND-Videogalerie.de](http://www.LEGOLAND-Videogalerie.de).

**Note to editors:**

The LEGOLAND Deutschland Resort was opened on 17 May 2002 in the Bavarian town of Günzburg and is one of the most popular amusement parks in Germany. Information on the LEGOLAND Deutschland Resort can be found at [www.LEGOLAND.de](http://www.LEGOLAND.de). Tickets and accommodation packages can also be booked online at this address.

**2017 Season: 1 April to 5 November**

LEGOLAND Deutschland Resort is a part of Merlin Entertainments Group. Information can be found at [www.merlinentertainments.biz](http://www.merlinentertainments.biz).