



PRESS RELEASE

LEGOLAND Deutschland Resort invests 26.6 Million Euros in new Pirate-Hotel – Opening in 2018

Günzburg, 18 January 2017 – LEGOLAND Deutschland Resort announces another major project. A new overnight concept is planned next to Germany's 3rd biggest theme park in its Holiday Village: the Pirate Island Hotel. The Hotel in pirate design offers 142 rooms with a LEGO look and will provide space for up to 594 guests. This results in a capacity expansion of 28 percent to 2,684 guests a night. The mother company Merlin Entertainments will invest 26.6 million Euros into the project, which is planned to open its gates for the season 2018. LEGOLAND Deutschland Resort continues the successful resort strategy.

LEGOLAND Deutschland presents its visitors a new park area fitting for its 15th birthday for the season of 2017: LEGO NINJAGO WORLD with its interactive 4D-Ride LEGO NINJAGO The Ride. This is with 9.2 million Euros the biggest single investment in the Park since its opening in 2002. The company now announced that it will invest another 26.6 million Euros into the Günzburg site, to expand the overnight capacity of the Holiday Village. The hotel is planned to open already in 2018. On the basis of the already in December 2016 approved building application, LEGOLAND Deutschland immediately started building the hotel.

Pirate Island offers a completely new and incomparable overnight concept. The facility which was adapted to look like a pirate island, will offer 116 4-person rooms and 26 5-person rooms in two buildings. These will be arranged in an L-form around a gigantic playground. Just like in the rest of the Holiday Village the 3-storey building will be themed with loving details of LEGO models. Delicious meals are served in the restaurant with 320 seats inside and 120 seats outside.

The occupancy of the Holiday Village is despite many expansions in the past years extremely good and the strong demand at site but also at our hotel partners in the region continues and we therefore decided to expand again. The hotel is a very important step in our resort strategy, which we consequently pursue since the first Holiday Village houses opened in 2008. In this process we constantly improved, especially concerning the theming of our rooms,” said LEGOLAND General Manager Martin Kring regarding the plans. The company will mainly work together with local companies and suppliers while building Pirate Island and hundreds of new employees will be employed for the operation of the gastronomic, housekeeping and reception areas for the season of 2018.

Pictures available at www.LEGOLAND.bubm.de

Press Contact

LEGOLAND Deutschland Freizeitpark GmbH
LEGOLAND Allee
89312 Günzburg

Stefanie Ossig, PR & Event Account Manager
Marion Pachmann, PR & Event Coordinator
Sophia Henze, PR & Event Coordinator

press@LEGOLAND.de

Tel.: +49 (0) 8221-700 221

Media information and graphic materials can be found at www.LEGOLAND.de/Presse.
Broadcast-quality footage is available for download at 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. 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.

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