



LEGO

LEGOLAND®

BILLUND

BRIEF DESCRIPTION

Legoland Billund, the original Legoland park, opened on 7 June 1968 in Billund, Denmark. The park is located next to the original Lego factory and Billund Airport, Denmark's second-busiest airport. Over 1.9 million guests visited the park in 2011, and since the opening more than 50 million guests have visited the park. This makes Legoland the largest tourist attraction in Denmark outside Copenhagen. The Legoland parks that have since been built are modelled upon Legoland Billund, most noticeably the Miniland area, which is made up of millions of plastic Lego bricks.



HISTORY



The Lego company introduced plastic toys alongside their existing wooden toy line in 1949 after purchasing one of the first injection moulding machines in 1947. In the 1960s the company decided to open a 14-acre (5.7 ha) Legoland Park adjacent to the Lego factory in Billund to promote his toy business; the factory itself was already drawing approximately 20,000 visitors per year by the mid-1960s, who came to view models produced for trade shows and shops. Head of the Legoland company hired Arnold Boutrop as the park's first general director and designer; after visiting Madurodam, the two men began finalizing plans for what would become Miniland, the main attraction of Legoland. The park became an instant success, with 625,000 visitors in its first abbreviated season after opening on 7 June 1968

MINI LAND

Mini Land is the heart of any Legoland park. The 1:20 scale Lego brick models feature landscapes, sights and buildings from all over Denmark, as well as famous landmarks from other parts of the world. These include, from Denmark, Amalienborg Castle, Nyhavn, Skagen, Klampenborg Station, Ribe, Billund Airport, Dybbøl Mill, Møgelgård, and Lilleby, a fictional Danish village. In addition, there are famous landmarks from Sweden, Bergen in Norway, Scotland, Germany, the Netherlands, Kennedy Space Center, Mount Rushmore, Abu Simbel in Egypt, Statue of Liberty, Acropolis of Athens, and Star Wars. The LEGOTop observation tower offers a nice view of the entire park. The models and structures in Mini Land were made using more than 25 million Lego bricks.



OTHER ATTRACTIONS

There are several other attractions:

- Duplo Land
- Imagination Zone
- LEGOREDO Town
- Pirate Land
- Adventure Land
- Knight's Kingdom
- Polar Land
- Ninjago World
- LEGO Movie World



**LEGOLAND
IS WAITING
FOR YOU!**

