



FACTS & FIGURES

BACKGROUND: LEGOLAND® Windsor opened in 1996 and is located on the former site of Windsor Safari Park. The grounds occupy over 150 acres and the 'inner park' which is accessible to guests occupies 72 acres.

WHY WINDSOR?: Windsor was chosen because it offered a beautiful site and nine million families with young children live within a two-hour drive time.

LEGOLAND PARKS: LEGOLAND Windsor is one of four LEGOLAND parks in the world. The original is in Denmark and there are two further parks in Germany and the USA.

AUDIENCE: Families with children aged 3 – 12 years.

HOW MANY LEGO® BRICKS: Nearly 55 million LEGO bricks in the park (nearly 40 million in Miniland alone). The largest model in the park is the huge 80% full size Boeing 747 cockpit, situated in the LEGO Creation Centre. This enormous model took 4,212 hours to build. It's made from around 2.2 million bricks. The smallest models are the LEGO pigeons in Trafalgar Square – each made from just 5 LEGO bricks.

ESTIMATED TIME FOR VISIT: 5 – 6 hours.

ACTIVITY AREAS: The Beginning, Imagination Centre, Miniland, DUPLO Land, Traffic, Land of the Vikings (new for 2007), LEGO City, Adventure Land, Wild Woods and Knights' Kingdom.

RETAIL & RESTAURANTS: There are a total of seven shops and 11 restaurants and cafes at LEGOLAND Windsor.

GUEST SATISFACTION: 90% of guests who visited LEGOLAND in 2006 rated their overall day as good – excellent.

VALUE FOR MONEY: 65% of guests rated the admission price as good value for money.

EMPLOYEES: At its peak, LEGOLAND Windsor employs up to 155 full-time staff and a further 775 seasonal staff.

ANNUAL PASSES: In 2006 LEGOLAND Windsor sold nearly 60,000 Annual Passes.