



## The History of the LEGOLAND® Parks

- 1968** LEGOLAND® opens in Billund, Denmark – 6 million LEGO® bricks
- 1970** Billy Smart Circus family opens the 'Windsor Safari Park' on the site that would later become home to LEGOLAND Windsor.
- 1977-1988** Safari Park changes ownership several times.
- 1989** Research begins for developing other LEGOLAND parks – over 1000 sites are considered.
- 1992** Windsor Safari Park goes into receivership. The 150 acre site near Windsor is chosen as the location of the first LEGOLAND park outside of the home of LEGO in Denmark.
- 1992-1993** LEGOLAND Windsor – planning, design, site preparation, plus model design and construction begins.
- 1994** LEGOLAND Windsor – construction begins in earnest. Services, foundations and infrastructure installed.
- 1995** LEGOLAND Windsor – Big Ben placed in Miniland one year prior to opening. Buildings and attractions become established.
- 1996** Grand opening of LEGOLAND Windsor – 25 million LEGO bricks used.
- 1999** LEGOLAND California opens in Carlsbad near San Diego – 30 million LEGO bricks used.
- 2001** LEGOLAND Windsor enjoys a record attendance.
- 2002** The fourth park opens – LEGOLAND Deutschland, near Günzberg
- 2003** LEGOLAND Billund achieves a record attendance.
- 2004** LEGOLAND Windsor sees a record daily attendance on 30 October.
- 2005** Backed by Blackstone Venture Capital, Merlin Entertainments and the four LEGOLAND Parks become a combined business with the LEGO Group retaining a 30 per cent share.