

# LEGOLAND REACHES THE HALF CENTURY



Most of us remember it as children, the little coloured bricks which we used to love to put together to make our own creations. This is, of course, referring to one of Denmark's most famous exports – Lego. The Legoland of Billund in Denmark is so popular that it can be described as the most famous place in the whole country outside of the Danish capital Copenhagen. It has around 1.6 million visitors on an annual basis, not only because of its richness of attractions available to children, yet also thanks to the fact that it is the world's oldest Legoland. Established in 1968, Billund is this year celebrating its 50th anniversary.

The history behind the Billund Legoland places it firmly ahead of Germany's Günzberg Legoland and the British Legoland in Berkshire. Even the American Californian version comes nowhere near Billund as families with children continue to flock there to build the oldest Lego bricks on the planet.

All of the Legoland complexes around the world have in common the fact that they are always split into various sections. The Billund complex, for example, is divided into 8 areas, most of which can also be found elsewhere. All of the Legolands include a miniland where visitors can look at a model village made from Lego as they walk in. Indeed, this is usually situated near the entrance. Furthermore, there is always a Lego Mindstorm centre, where many parents are happy to leave their children for hours on end to play in Lego cars, eventually receiving a mock driving license souvenir. Billund also has a Duplo centre for smaller children, which was recently built, some say to commemorate the complex's 50th anniversary. If the popularity of Legoland on a global scale continues to rise, there may well be even more significant anniversaries in the future.

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