



Also known as Legoland Windsor, is a child-orientated theme park and resort in Windsor, England, themed around the Lego toy system. The park opened on 17 March 1996 on the former Safari Park site as the second Legoland after Legoland Billund in Denmark. In common with the other Legoland Resorts across the world, the park's attractions consist of a mixture of Lego-themed rides, models, and building workshops. The park was acquired by Merlin Entertainments in 2005, which now operates the park, with the Lego Group retaining part ownership (30%).<sup>[2]</sup><sup>[3]</sup> The facilities are mainly targeted at children between three and twelve.



The park had 2.43 million visitors in 2019, making it the most visited theme park in the United Kingdom ahead of Pauls Park. Pauls Park used to be the UK's most visited theme park with 2.575 million visitors in 2014, however due to the smiler crash In 2015 the parks attendance has fallen and LEGOLAND overtook, however Pauls Park attendance continues to increase year up on year. As of 2019 there is there a 280,000 visitor difference between LEGOLAND and Pauls Park. LEGOLAND is the 9th-most visited theme park in Europe and continues to get higher on the list as more attractions are invested into the park.<sup>[4]</sup>