

## Merlin Entertainments Set To Open First Operationally Carbon Neutral Accommodation At LEGOLAND® Windsor Resort

- Merlin Entertainments expands their offering to include their first operationally carbon-neutral accommodation, the LEGOLAND® Woodland Village, featuring 150 lodges and camping barrels, an on-site restaurant, and a family entertainment hub
- The LEGOLAND Woodland Village is the first Merlin Entertainments accommodation site to officially achieve 'Carbon Neutral' verification from The Carbon Trust
  - The development marks a £35 million investment, creating over 60 jobs and apprenticeships
  - This is the third significant investment in LEGOLAND Windsor Resort in the last year, with the addition of recent new attractions including the new £10 million Minifigure Speedway duelling rollercoaster and LEGOLAND Adventure Golf

**May 20, 2024:** Merlin Entertainments, a global leader in branded entertainment destinations, will open the UK's first LEGO® woodland themed holiday village at LEGOLAND Windsor Resort on 24<sup>th</sup> May.

The LEGOLAND Woodland Village marks the first operationally carbon-neutral accommodation built by Merlin Entertainments across its global theme park operations. With the official verification of 'Carbon Neutral' achieved from The Carbon Trust, the Woodland Village's operational energy will be fossil fuel free on opening, achieved through developing a robust carbon reduction plan, including low carbon technologies, energy efficiency and high-quality offsets.

Theresa May MP, the former UK Prime Minister, was joined by the newly appointed Mayor for the Royal Borough of Windsor and Maidenhead, Cllr Simon Bond, and other local dignitaries for a behind the scenes look at the new development, which features 150 accommodation lodges and camping barrels nestled amongst trees on a 10-acre site. Costume characters Forest Elf and Fox Costume Girl were also on hand with a bespoke LEGO watering can made from 3,604 LEGO bricks, to water the newly-planted trees in the village.

**Group Director of Sustainability at Merlin Entertainments, Dare Ilori commented:**

*"We are thrilled to be opening our first operationally carbon-neutral accommodation. This marks a significant milestone in our sustainability journey, demonstrating Merlin's firm commitment to reducing its environmental impact. This development will provide a blueprint for other resorts, as we strive to continuously reduce our carbon footprint across our global estate and lead the way in implementing new practices and working methods."*

**Helen Bull Divisional Director for LEGOLAND Windsor Resort, added:**

*"The opening of the LEGOLAND Woodland Village is huge milestone in the history of this iconic and most loved family theme parks. The £35 million investment is set to bring thousands of UK and International visitors to Windsor which will undoubtedly be a major boost to travel and tourism to the local area and follows the launch of our new rollercoaster, Minifigure Speedway last month. This project has all been made possible thanks to the support of the local council, RBWM, and we're delighted that a number of councillors – including the new Mayor of the Royal Borough – joined us for the preview."*

**The Rt Hon Theresa May MP, commented:**

*"I was delighted to drop in to LEGOLAND Windsor to get a glimpse of the UK's first LEGO® woodland themed holiday village, which will open later this month. Across Berkshire we are passionate about enhancing our natural environment, so it was great to hear LEGOLAND's woodland holiday village will be the first operationally carbon-neutral accommodation built by Merlin Entertainments across its global theme park operations.*

*In March last year I visited the Woodland Village site during the early stages of development, and I'm pleased to have been invited back to see the fantastic end result of this work. With the opening of LEGOLAND's Woodland Village, our area welcomes yet another vibrant addition that promises to deliver significant recreational and economic benefits for the whole of Berkshire."*

The highly anticipated LEGOLAND Woodland Village offers families looking to reconnect with nature a unique short break experience. Guests can relax after a full day of adventurous play in one of the 130 cosy lodges or 20 stylish camping barrels offering the perfect blend of comfort and adventure.

Families of between two and seven people can choose from the standard Woodland Lodges, stay in style in the Premium Lodges or glamp in the unique Woodland Barrels. Families will enjoy campfire-inspired dining beneath a twinkling tree canopy at the Clubhouse Restaurant & Bar, whilst new on-site play areas and an enchanting LEGO nature trail offer plenty to explore for junior LEGOLAND rangers.

The investment in Windsor follows a runway of exciting launches across the global LEGOLAND estate this year, as Merlin Entertainments continues to develop and invest in its Resorts across the globe. Openings this year include the new Dino Valley land with two new rides at LEGOLAND California Resort; the new LEGO Ferrari Build & Race attraction at LEGOLAND Florida Resort; and a new Minifigure Skyflyer ride opening this summer at LEGOLAND New York Resort. Merlin has also this year opened the world's only LEGO® DUPLO® PEPPA PIG area at LEGOLAND® Billund and the brand-new PEPPA PIG Park in Günzburg in Germany, situated next to LEGOLAND® Deutschland Park, as well as a new PEPPA PIG Theme Park set to open in Dallas, Texas, later this year.

**ENDS**

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**Notes to Editors**

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**[About Merlin Entertainments](#)**

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Merlin Entertainments is a world leader in branded entertainment destinations, offering a diverse portfolio of resort theme parks, city-centre gateway attractions and LEGOLAND Resorts which span across the UK, US, Western Europe, China and Asia Pacific. Dedicated to creating experiences that inspire joy and connection, Merlin welcomes more than 62 million guests annually to its growing estate, with over 140 sites across 23 countries. An expert in bringing world-famous entertainment brands to life, Merlin works with partners including the LEGO® Group, Sony Pictures Entertainment, PEPPA PIG, DreamWorks and Ferrari to create destinations where guests can immerse themselves in a wide array of brand-driven worlds, rides and uplifting learning experiences.

See [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information.

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## About LEGOLAND®

- LEGO, the LEGO logo, the Brick and Knob configurations, the Minifigure, DUPLO and LEGOLAND are trademarks of the LEGO Group. © 2024 The LEGO Group.
  - The LEGOLAND® Windsor Resort is a unique family theme park where children aged 2 -12 can take to the road, soar through the skies, and sail the seas in complete safety. It has over 50 interactive rides, attractions, live shows, building workshops and driving schools, not to mention a staggering 80 million LEGO® bricks, all set in 150 acres of beautiful parkland.
  - There are nine other LEGOLAND® parks in the world – LEGOLAND® Billund in Denmark, LEGOLAND® California, LEGOLAND® Florida, LEGOLAND® Deutschland in Germany, LEGOLAND® Dubai, LEGOLAND® Malaysia, LEGOLAND® Korea, LEGOLAND® New York and LEGOLAND® Japan.
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