



Polar Land

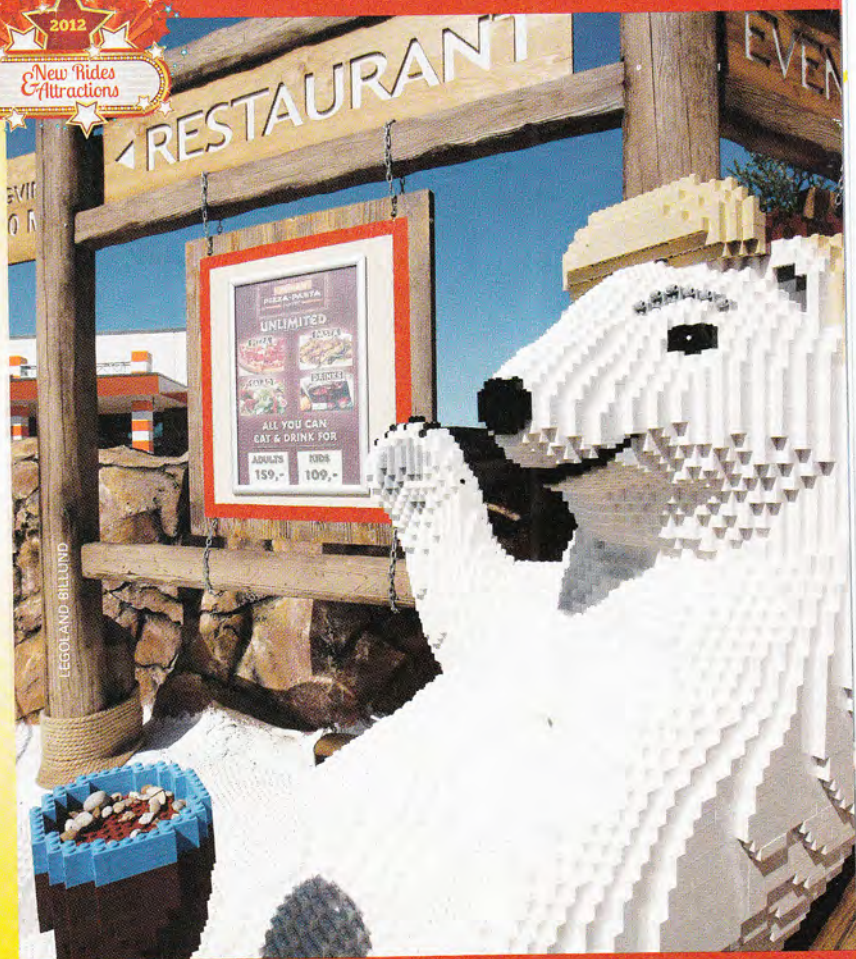
Legoland Billund, Denmark

Arctic explorers feel right at home at Legoland Billund with the unveiling of Polar Land on April 29. Costing DKK75 million (US\$12.5 million), the attraction is the biggest investment yet for the Danish park. The centerpiece is the "Polar X-plorer" roller coaster from Zierer, which has two 16-seat trains that look like snowmobiles. At 20 meters (66 feet) high and 498 meters (1,634 feet) long, "Polar X-plorer" subjects 850 riders an hour to 4.2 g's and speeds of 65 km/h (40 mph).

"It's the first drop coaster combined with the animal world. You finish with a ride past the Penguin Bay area, which has live penguins," says Jonas Søndergård, PR and press manager at the park. Visitors can stop off at the Polar Pizza & Pasta restaurant for a meal and more views of the animals. Some 44 new Lego models, including polar bears, complete the attraction.

"We're very proud of our achievement, but the only thing that matters is our visitors' verdicts, and it seems that we have hit the spot with Polar Land," says Legoland Billund CEO Henrik Höhrmann.

www.legoland.dk



Majaland

Holiday Park Plopsa,
Hassloch, Germany
Metallbau Emmeln, Zamperla, Zierer

Holiday Park is buzzing with the debut of Majaland, based around the adventures of children's television character Maya the Bee. Plopsa has invested €4 million (US\$5 million) in the 15,000-square-meter (161,500-square-foot) themed land, which offers 11 family attractions, as well as the chance to meet Maya and her friends.

On "Blütensplash" ("Blossom Splash"), children can imagine themselves as bees because the gondolas on the octopus-style ride are shaped like flower buds. The "Verrückter Baum" (Crazy Tree) ride resembles a runaway log that bounces and spins. Youngsters can fly with ladybugs on "Laras Marienkäferflug" or take a trip around the park on the grasshopper-themed "Flip der Grashüpfer" ride. In total, the Majaland attractions accommodate 2,500 people an hour.

"Majaland is a big step on Holiday Park's way from an amusement park to a theme park in the detailed style of Plopsa parks," says park spokesperson Katrin Wagner.

www.plopsa.be/holiday-park/en