



Madurodam. Facts and figures.

Madurodam, established in 1952 as a living monument of war hero George Maduro and as fundraiser for charities, wants to inspire visitors with grand stories about the Netherlands. Through miniatures, playful interactions and indoor attractions visitors of the largest tourist attraction of The Hague discover what makes a small country grand.

Madurodam tells the stories about Holland's highlights and heritage. Stories about the urge for freedom and diligence. This way the theme park connects past and present, and invests in the future. Each year Madurodam has been donating its revenue to charities that help children develop self-esteem, empathy and some hero courage.

Visitors of Madurodam

Amount of visitors in 2017	more than 700.000
Amount of visitors since opening in 1952	over 61 million
	+/- 57% from the Netherlands
	+/- 43% from abroad

In 2017 26.766 children visited the theme park via educational programmes and school trips.

Madurodam...

- ... is with 650.000 visitors a year the largest tourist attraction of The Hague
- ... is in the Top 5 of Most Visited Theme Parks of the Netherlands
- ... holds the 26th place in the Top 50 Day Attractions of the Netherlands
- ... is a member of the 'Club of Eleven', the association of the Netherlands' largest day attractions

Total surface Madurodam	50.000 m ² (in 1952: 21.234 m ²)
Park	16.000 m ² (in 1952: 12.850 m ²)
Indoor attractions	790 m ²
Playground	1.213 m ² (large playground Waddenzee), 416 m ² (Miffy playground)
Atelier and workplace	1.100 m ²
Trees	5.500 miniature trees
Flower-bed plants	55.000 pieces

Interactions and indoor attractions

Playful interactions	21 attractions
Indoor attractions	4 attractions

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| 2014 | Orange Mania: a soccer experience about the European Championship in '88 |
| 2015 | Hof van Nederland: join the First Assembly of the Free States |
| 2016 | George's Story: life story of George Maduro, war hero to which the park is named after |
| 2017 | Nieuw Amsterdam: this interactive family attraction tells the story about the Dutch roots of New York |

Madurodam. Champion in scaling down (and up)

Scale ratio Madurodam	1:25
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The Netherlands in miniature

Total population	65.000, also known as Madurodammertjes <i>the size of an average town in the Netherlands</i>
Moving objects	63
Cars and trucks	4.452
Kilometers per year per car	14.000 km
Car roads	15 (including 2 highways)
Airplanes	8
Ships	40
Boat 'lanes'	
Train track	4,5 kilometers (in 1952: 2,4 kilometers)
Railway bushes	90.000
Overhead masts	2.100
Trains	8 'main tracks', 2 'side tracks'
Kilometers per year per train	16.000
Tramways	3
Bridges	27
Buildings	338
Highest building	Euromast (7,4 m)
Maquette with most hours of work	Rijksmuseum (4.100 hours)
Durability of a maquette in the park	13 years
Lightpoints in the city	33.000 lamps
Street lights	3.150 pieces
XL football	1 piece, 2 m cross-sectional
XL Tulips	17 pieces, 2,5 m high
XL Clogs	1 piece, 0,8 m broad
Miffy	1 piece, 2,5 m high

65 years Madurodam

Opening date	1 July 1952
Mayor and city council, all children	1 mayor 1 deputy mayor 8 city council members

After it was founded, Princess Beatrix was mayor of Madurodam for 28 years. Following her coronation in 1980, she became a patron of Madurodam.

Madurodam Children's Fund

Since the founding in 1952 Madurodam has been donating its revenue, between 600.000 and 700.000 euro per year, to charities for children. In total Madurodam has donated nearly 34 million euro.

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