

## MEDIA INFORMATION

### **Start of the season with the SWR3 Elchparty in Germany's biggest theme park - Successful start into the anniversary season**

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More than 10.000 visitors celebrated the start of the season with the SWR3 Elchparty on Saturday until 1 o'clock in the morning. Several attractions, among them the high-speed roller coaster "Silver Star?", the "Eurosat?" and the water coaster "Poseidon?" were opened far into the night.

The new water coaster "Atlantica? SuperSplash was in great demand with the visitors. When the boats leave the station, which is designed in the style of a Portuguese fortress, the visitors go on a daring trip between heaven and sea. A new technology rotates the boats for a backward run, before they turn again and race down into an artificial lake from a height of 32 meters at a speed of 80 km/h. Innovative magnetic brakes adjust the splashing, when the boats hit the water.

The large number of visitors on the first two days of the season confirms that the construction of the "Atlantica? SuperSplash is a success. "Despite the difficult economic situation, we have decided to built this new attraction and to invest 5 million Euro into the project?", says Roland Mack, managing director of Europa-Park. This investment is a clear commitment to the location.

When the park was first opened in 1975, approximately 250.000 visitors came to Europa-Park. Today, 30 years later, the family business is the most popular tourist destination in Germany, apart from the Dome in

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Cologne.

With 3,7 million visitors last year, Europa-Park is by far the biggest theme park in Germany and the largest seasonal leisure park worldwide. More than 62 million people have visited Europa-Park during the past 30 years. The Mack family has invested 420 million Euro into the 100 attractions and international shows, which offer fun and entertainment for the entire family on an area of 70 hectares. Europa-Park has become more than just a leisure park long ago: It is a renowned address for conferences and a popular location for events and TV productions.

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