

MEDIA INFORMATION

Europa-Park facts

Europa-Park Facts

Opening: July 12th, 1975

Location: Rust/Baden, a few kilometres away from the motorway A5, where the three countries Germany, France and Switzerland meet

Total area: 65 hectares

Terrain: Old castle park with "Balthasar Castle" (built in 1442) and a large stock of trees

Concept: European themed areas, more than 100 attractions and shows, most of them integrated into the architecture of the themed areas

Owners: The Mack family, Company Mack KG, 77977 Rust

Number of employees: During the season: approx. 2.500 employees

Throughout the year: 350 employees

Total investment since existence: approx. 375 million ?

Overnight-stays since 2002: 200.000

Results of the sample inquiry that was conducted in 2002 by human geographer Prof. Dr. Fichter:

Figures and trends of the season 2002

Number of visitors in 2002: more than 3,55 million

Total number of visitors since the park was established: approx. 55

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million

Visitors coming to Europa-Park

for the first time: 25 % previous year: 25 %

repeat visitors: 75 % previous year: 75 %

Nationalities of visitors:

Germany: 56 %

France: 18 %

Switzerland: 18 %

Others: 8 %

Capacity utilization of the hotels: 99 % previous year: 98,9 %

Visitors staying longer than one day: 15 % (all in all 532.500) of all visitors

Do you book an overnight-stay because of Europa-Park? 22 % (all in all 781.000) of all visitors

People visiting other tourist destinations: 50 % of all visitors

Average age of visitors: 27,7 years

Average duration of stay: 8,5 h

Average duration of journey: approx. 2 h

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Roller coaster "Silver Star?"

Utilization: 57 % of all visitors

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Marks (-5 to +5): + 4,7

Trends

Increase of number of visitors: very good price performance ratio

The flair of Europa-Park is changing with the four seasons, constantly leading to a repeat visit of Europa-Park during the year

Visitors also see other tourist destinations in the region

The trend towards a short holiday destination is going on: an increase of 10 % in two-day-visits

The trend towards a media location is going on

Events / TV / Conferainment in 2002

Number of special events: 83

Number of TV-productions: more than 200

Number of conferences: 850

Europa-Park in 2003

Summer season2003: April 5th until November 9th

Opening hours: 9 am to 6 pm (longer opening hours during peak season)

Europa-Park prices: Adults: 25,00 ?

Children /

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Senior citizens: 22,50 ?

Handicapped persons: 22,50 ?

Groups: 21,50 ?

Schools: 16,50 ?

2-day-pass: 45,00 ?

Winter season 2003: November 29th, 2003 until January 6th, 2004

Awards:

1990: The product testing authority "Stiftung Warentest" honours Europa-Park with a "very good" (Europa-Park is the only German theme park to get this mark)

1990: Europa-Park is honoured with the "Liseberg Amusement Business Applause Award", an Oscar for amusement parks, in Washington

1992: "Stiftung Warentest" compares EuroDisney to other leisure parks and claims, that Europa-Park is "currently the most attractive alternative to EuroDisney"

1992: In a comparison of European leisure parks, conducted by the Italian magazine "Gente Viaggi", Europa-Park was the only park to reach the highest number of points in all categories

1996: "Stiftung Warentest" awards Europa-Park with a "very good" for the second time. Once again, it was the only German leisure park to get this mark. Europa-Park is now rated better than Disneyland Paris.

1997: Europa-Park is honoured with the "Hamburg Foodservice Preis" for its innovative strategy in the field of gastronomy. This award is given to companies, who did the branch good service.

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1997: Once again, Europa-Park is the test champion in a comparison conducted by the consumer programme "plus?"

2000: Award "Hotelier of the Year?" for Roland Mack, managing director of Europa-Park, for the very successful development of both Europa-Park hotels

2000: the training programme of Europa-Park is honoured with the "German Training Prize in Bronze?" by the BDVT.

2000: Europa-Park is honoured with the title "Family-friendly Host?" in the course of the national competition family-holidays in Baden-Württemberg 2000

2000: Award "Top Hotel in the region of Ortenau?" for both of the Europa-Park hotels

2000: Europa-Park is awarded with the "TUI Holly 2000?" as one of the 100 most popular vacation hotels worldwide

2000: Europa-Park is honoured by the International Association of Amusement Parks (IAAPA) in Atlanta with the "Spirit of Excellence Award?", the most important employee training prize in the world. Best in the category "Best Safety Awareness Program?", runner-up in the category "Best Supervisory Training Program?"

2001: Baden-Württemberg honours the managers of Europa-Park for their comprehensive ecological orientation

2001: "Spirit of Excellence Award?", best in the category "Best Supervisory Training Program?"

2002: "Loopy Awards 2002?": water roller coaster "Poseidon?" is awarded with "gold?" for the best tested water attraction by ThemeParkVision.net and the Rollercoaster Friends

2002: First prize for Europa-Parks "Handbook for Bus Travel Organizations?" in the category of "advertising media of bus tourist partners?"

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2002: First place in the competition of the prize "Partner of the Year 2003" of the bus magazines Omnibus Revue / Bus aktuell

2002: "Neckermann Primo Award?: Hotel Castillo Alcazar / El Andaluz among the 10 most popular and best Neckermann hotels

2002: Roland Mack is appointed knight of the "Ordre national du Mérite" by the French president Jaques Chirac.

2003: in March Europa-Park was the first leisure park worldwide to be given the certificate "inspected leisure park according to DIN 4112" by the TÜV Süddeutschland (MOT Southern Germany)

2003: Roland Mack is appointed "Goodwill Ambassador for Families" of the Council of Europe

2003: Roland Mack is appointed "Südbadener of the Year" in the categorie economy

2003: Roland Mack is appointed "Chevalier dans l'Ordre des Palmes Académiques"

2003: Roland Mack is honoured with the title "Entrepreneur of the Year 2003" on October 30th in the category "service" in Frankfurt

Management:

Manufacturer Franz Mack

Dipl.-Ing. Roland Mack

Dipl.-Wirtsch.-Ing. Jürgen Mack

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