

MEDIA INFORMATION

Europa-Park counts over 4 million visitors already in the summer season for the first time

Record result at Europa-Park: For the first time in its history, Germany's biggest theme park surpassed the 4-million visitors mark already in the summer season. September and October were among the most successful months since the opening of Europa-Park 36 years ago. Overnights stays as well as the conference-business also experience significant growth.

Roland Mack, managing partner of Europa-Park: "More and more people visit the park several times per season. More than 85% of our visitors are repeaters. This is the best acknowledgment for our concept." Furthermore, Roland Mack speaks of "highest investment amounts and the greatest investment-tempo" in the company's history for the years 2011 and 2012.

Once more, the conference-business clearly increased in 2011. The occupancy rate of the four themed hotels also rose compared to last year, reaching more than 95%. This corroborates the construction of the new 4-star superior hotel Bell Rock in New England style, which will host about 1000 additional beds and open its doors in July 2012. 8 months before the opening of the fifth hotel, which will impress with its huge 35-metre high lighthouse, 10,000 beds are already booked.

In representative surveys, Europa-Park is constantly well-rated by its visitors. Germany's biggest theme park is considered as a very clean, well-arranged and big park. "Europa-Park managed to increase its quality and service despite of a constant growth in quantity", says Uwe Fichtner, geography professor at University and responsible for those surveys.

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FoodLoop, the world's first loop restaurant, was particularly successful and drew attention from all over the world. The complete remodelling of the "Enchanted Forest" and the new interactive family attraction "Volo da Vinci", which makes the dream of flying come true and allows passengers to increase speed by pedalling, are among the top-attractions for the youngest visitors.

New wooden coaster

The next big attraction is already being built in the Icelandic themed area: a new wooden coaster. With this impressive construction, the market leader among the German theme parks enriches its product-portfolio and comes back to the roots of roller coaster building with the use of a traditional material, wood.

A world novelty will bet the fact that the wooden coaster's tracks will cross two other coasters – special thrill guaranteed. 1,050 metres long, 40 metres high, over 100 km/h fast with a maximal vertical acceleration of 3,5 G: the wooden coaster transports its passengers through heights and depths on a racy track. The coaster will open for the next summer season on 31 March 2012.

Winter at Europa-Park

Thousands of snow-white fir trees and presents enhance the Christmas feeling for the winter. During the cold time of the year many exciting rides and special winter activities are waiting for the whole family. Fairy-lights, the delicious smell of almonds and other wintry delicacies entice the guests on the festive Christmas market at Europa-Park. The great

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circus-revue, the spectacular light-show “Luna Magica” on the Europa-Park lake as well as the gigantic big wheel „Bellevue“ in the Portuguese themed area, which offers an unimpeded sight over the sumptuous winter decorations of the park, make for further highlights.

New 4D film: “The Secret of Balthasar Castle”

For the first time in the company's history, Europa-Park is going to produce a film and brings Euromaus & friends to life on the big screen. Together with “Studio Ambient Entertainment”, the creators of the successful German animation film "Animals United – 3D", Mack Media produced a multi-media 4D short film. “The Secret of Balthasar Castle” is full of special effects and will be broadcasted several times per day at Magic Cinema 4D from the start of the winter season on 26 November 2011. The famous Swiss singer DJ BoBo lent his voice to the character of "Böckli".

“Mobility” by Raymond-Emile Waydelich from 26.11.2011 to 08.01.2012

The anniversary exhibition „Faster! Better! Further! 125 years of innovation“, which enhanced the Mercedes-Benz Hall at Europa-Park since the beginning of the season, will be complemented by the art exhibition “Mobility” of the French artist Raymond-Emile Waydelich. From 26 November 2011 until 8 January 2012, fantastic engravings and sculptures of the artist combine motor sports and art.

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