Luc Besson and the Mack family celebrate ‘Arthur – In the Minimoys Kingdom’

On Thursday 18 September, top French director Luc Besson and around 170 international journalists paid a visit to the new ‘ARTHUR – In the Minimoys Kingdom’ family attraction at Germany’s largest theme park. The making of ‘ARTHUR – In the Minimoys Kingdom’ provided an exclusive insight into the development process behind the most expensive indoor attraction in the history of Europa-Park. The media representatives were then given the opportunity to explore the new adventure-world, accompanied by the Mack family, who own the park.

Luc Besson’s hit trilogy ‘ARTHUR and the Invisibles’ has been brought to life in the shape of a ride through seven breathtaking kingdoms. “I’m thrilled that ARTHUR has found a real, authentic home here at Europa-Park,” said Luc Besson. Michael Mack also praised the cooperation between the production company and Europa-Park and is looking forward to it resonating on an international scale. “We have received a huge amount of positive feedback from the market regarding the innovative ride system used in ARTHUR. There is already an order in place. This represents a huge success for Mack Rides, and it comes only two months after commissioning the ride.

The day was rounded off in style with a glamorous VIP gala. A number of prominent personalities made the visit to the town of Rust to celebrate the opening of the latest Europa-Park attraction with the Mack family and invited guests.