

MEDIA INFORMATION

100,000 visitors have seen the Chagall-exhibition “The Magic of Circus” at Europa-Park

Rust/Germany. Approximately 100,000 people have visited the Chagall-exhibition “The Magic of Circus” at Europa-Park within five weeks. This makes the first big art exhibition at Europa-Park a great success. The exhibition was compiled especially for Europa-Park by Chagall’s grand-daughter Meret Meyer. The idea to present a top-class art exhibition in a theme park proved to be a visitor magnet: The guests were delighted with the original lithographs and tapestries, which were loaned to Europa-Park by Chagall’s family. Europa-Park’s managing director Roland Mack: “The experiment to combine a leisure park with first-class pieces of art was successful, we will try to realise this concept also next year.” Approximately 400,000 visitors came to this year’s “Magical Winter Weeks” at Europa-Park. Representative surveys clearly show that the winter season in Germany’s biggest theme park becomes increasingly popular.

Europa-Park develops more and more towards a year-round opening. Seven years ago, Europa-Park was the first German theme park to introduce a winter opening, meanwhile the winter season is an important economic factor in the highly competitive German leisure park industry. Especially families appreciate that different activities are offered during the seasons. And also many of our older visitors are fascinated by the wide range of different activities. Roland Mack: “It is not a coincidence that we, as a family company, focus on families as a main target group. More than 70 percent of our visitors are families. This concept is also very successful on the difficult leisure market, but it is very important to introduce innovations constantly in order to stay successful.”

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The tendency shows, that the visitors are planning several stays in Germany's biggest theme park in one year. For the first time, more than four million visitors have come to Europa-Park in 2007. With this result, Europa-Park clearly strengthens its position as the market leader in Germany. Roland Mack: "As a family company we are looking back on a 227 year old company history. In 1975 we have started at Europa-Park with 250,000 visitors – now we welcome 4 million visitors every year. For us, this is also a confirmation that our guests enjoy our concept, which is characterised by high standards of quality, fantastic staff members and innovative new rides." All in all, almost 75 million visitors came to Europa-Park since its opening.

More than 70 million visitors in 32 years

Since its opening in 1975, almost 75 million visitors came to Europa-Park, which was voted among the ten best theme parks in the world by the business magazine Forbes. "Rust is on the brink of disaster" – this was one of the headlines in 1975. Meanwhile, Europa-Park is the most popular tourist destination in Germany after the Cologne Cathedral.

Conferences, relaxation, food specialities and events all the year round With its Roman bath, wellness area, conference rooms and special culinary delights the 4-star superior hotel "Colosseo" is a very popular destination for short-breaks and conferences throughout the whole year. In addition, the Dinner-Show "Cirque d'Europe" is offered until the end of January due to the large demand.

Moreover, different events are offered also during the off-season. For example, the successful TV show "Stars auf Eis", which is presented by two-time Olympic Champion Katarina Witt, will be produced live at Europa-Park until 7th February. On 2nd February the election of "Miss Germany 2008" will take place in the Europa-Park Dome and from 21st until 24th February the "Euro Dance Festival" will be organised in numerous event locations at Europa-Park.

What's new in 2008

On 15th March, Europa-Park will open its doors again with new attractions. A whole lot of fun is offered in two new family rides: In the "Crazy Taxi" the visitors will really go wild while the "London Bus" takes them on a sightseeing tour that will make their heads spin. Plenty of family action is guaranteed, when even the youngest visitors embark on the fun journey in

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the English themed area, where rides take on a whole new dimension! In addition, hungry adventurers can enjoy delicious Asian specialities after a venturous boat trip through the Indonesian jungle from 2008 on! A new self-service restaurant inside the popular indoor attraction "Pirates in Batavia" in the Dutch themed area offers exotic treats in an Asian ambience.

In 2008, Europa-Park will be open from 15th March until 2nd November, daily from 9 am to 6 pm (longer opening hours during peak season). Further information on www.europapark.net / Info-Line: +49 (0)1805 / 77 66 88 (14 cent/min. for calls from the German landline network, prices for mobile and international calls may differ).

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