

## MEDIA INFORMATION

### Europa-Park Facts

**Opening:** 12 July 1975

**Location:** Rust/Baden, a few kilometres away from the motorway A5, in the border triangle of Germany-France-Switzerland

Total area: 85 hectares

**Territory:** Old castle park with „Balthasar Castle“ (built in 1442) and a large stock of trees

**Concept:** 13 European themed areas, more than 100 attractions and shows, integrated into the architecture of the themed areas

**Owners:** Mack Family, Company Mack KG, D-77977 Rust

**Number of employees during the season:** more than 3,100

**Number of new employees:** 15

**Occupancy rate in the resort hotels:** over 90 %

**Number of beds Europa-Park Resort:** 3,500

(Europa-Park Resort: Colosseo, El Andaluz,

Santa Isabel, Castillo Alcazar, Guesthouse,

Camp Resort)

**Total number of overnight possibilities Camp Site:** 1,200

**Results of the sample inquiry 2009, conducted by human geographer Prof. Dr. Fichtner:**

#### Contact

Phone +49 7822 77-14100

Fax +49 7822 77-14105

presse@europapark.de

Europa-Park-Straße 2 | 77977 Rust

[www.europapark.de/presse](http://www.europapark.de/presse)

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### Figures and trends of the season 2009

#### Visitors:

Number of visitors in 2008 (summer + winter): over 4 million

Total number of visitors since existence: over 82 million

First time visitors 2009: 20 %

Repeat visitors: 80 %

Visitors who stay several days: 25 %

Families: 70 %

#### Nationalities of visitors:

Germany: 49 %

Switzerland: 20 %

France: 19 %

Others: 12 %

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Average age of visitors: approx. 28 years

Average duration of stay: 8.2 hours

Average duration of journey: approx. 2 hours

Trends:

- Increase of visitors: price-performance ratio is rated very good and fair.
- Europa-Park's decoration/atmosphere is changed constantly (depending on the season), which increases repeat visits at Europa-Park (product diversification).
- Guests of Europa-Park also visit other tourist destinations in the region (spill over effects).
- The trend towards a destination for short holidays is going on. Here, the Europa-Park Hotel Resort is the main attraction.

### **Europa-Park Season 2010:**

Admission prices summer season 2010 in Euro:

Adults: 35.00

Children (4-11 years): 31.00

Seniors/handicapped guests: 31.00

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Groups: 30.00

School classes/kindergardens: 21.50

2-day ticket adults: 65.00

2-day ticket children: 57.50

2-day ticket seniors/handicapped guests: 57.50

Annual ticket adults: 145.00

Annual ticket children/handicapped guests:124.00

Annual ticket seniors: 130.00

Parking: 4.00

Opening times summer season 2010:

27 March until 7 November 2010, daily from 9 am to 6 pm

(longer opening hours during peak season).

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Opening times winter season 2010/2011:

27 November 2010 until 9 January 2011, daily from 11 am to 7 pm

(except 24/25 December)

Management:

Manufacturer Franz Mack

Dipl.-Ing. Roland Mack

Dipl.-Wirt.-Ing. Jürgen Mack

Address:

Europa-Park

Freizeit- und Familienpark Mack KG

D-77977 Rust / Germany

### Contact

Phone +49 7822 77-14100  
Fax +49 7822 77-14105  
presse@europapark.de

Phone: +49 / (0)7822 / 77-0

Europa-Park-Straße 2 | 77977 Rust  
[www.europapark.de/presse](http://www.europapark.de/presse)

Fax-Info: +49 / (0)1805 / 77 66 99\*

## MEDIA INFORMATION

Infoline Europa-Park: Phone: +49 / (0)1805 / 77 66 88\*

Infoline hotels: Phone: +49 / (0)1805 / 86 86 10\*

Hotel reservations: Phone: +49 / (0)1805 / 86 86 20\*

Hotel reservations (groups): Phone: +49 / (0)1805 / 86 86 30\*

Internet: [www.europapark.de](http://www.europapark.de)

E-mail: [info@europapark.de](mailto:info@europapark.de)

(\*14 cent/min. from the German landline network, prices for mobile and international calls may differ)

### **Representative offices:**

France:

Europa-Press

Mme. Laurette Lourenco-Siefert

#### **Contact**

Phone +49 7822 77-14100  
Fax +49 7822 77-14105  
[presse@europapark.de](mailto:presse@europapark.de)

17b, rue de la Toussaint

Europa-Park-Straße 2 | 77977 Rust  
[www.europapark.de/presse](http://www.europapark.de/presse)

F-67000 Strasbourg

## MEDIA INFORMATION

Phone: +33 / 88 / 22 68 07

Laurette.siefert@wannodoo.fr

Switzerland:

Mr. Dieter Borer

Schmelzistrasse 47a

CH-4228 Erschwil

Phone: +41 / 61 / 78 31 045

info@europapark.ch

Belgium / Netherlands / Luxembourg:

Mr. Henk Groenen

Kerkhofstraat 21

NL-5554 HG Valkenswaard

Phone: +31 / 40 / 2089 305

### Contact

Phone +49 7822 77-14100

Fax +49 7822 77-14105

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## MEDIA INFORMATION

Henk.groenen@europapark.de

Bavaria / Austria / Italy:

Ms. Kerstin Albert

Tannenstraße 36

85579 Neubiberg

Phone: +49 / 89 / 600 600 13

Kerstin.albert@europapark.de

Saarland / Rheinland-Pfalz / Hessen:

Ms. Sylvia Hey

Blumenstraße 29

66482 Zweibrücken

Phone: +49 / 6332 / 20 90 557

Sylvia.hey@europapark.de

Nordrhein-Westfalen / Niedersachsen:

### Contact

Phone +49 7822 77-14100

Fax +49 7822 77-14105

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## MEDIA INFORMATION

Ms. Sabine Engelhardt

Bischofsholer Damm 77

30173 Hannover

Phone: +49 / 511 / 814 001

Sabine.engelhardt@europapark.de

### Contact

Phone +49 7822 77-14100

Fax +49 7822 77-14105

presse@europapark.de

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