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Europa-Park ends its season with new record attendance of clearly over four million visitors

For ten years the winter opening has been setting national trends / successful Tomi Ungerer Exhibition

Rust/Germany. Europa-Park ends its 35th season with a new record attendance of clearly over four million visitors. Despite the sometimes rather difficult weather conditions the visitor numbers during the winter season were even higher than last year.

Also when Europa-Park is closed from 10 January until 8 April 2011 the Europa-Park Hotel Resort remains open with a large variety of spa- and special food offers. And also for conferences and company events, a business field with a high rate of growth, the Hotel Resort will be available also during Europa-Park's off-season. "With these offers we are already a year-round destination in some of our business segments", says Roland Mack, managing partner of Europa-Park.

During the next weeks also a number of big events, such as the international "Euro Dance Festival" and the election of "Miss Germany 2011", will take place at Europa-Park.

According to Roland Mack, the 10th anniversary of Europa-Park's winter season is a true story of success. During ten winter seasons, a total of 3.5 million visitors have come to Germany's biggest theme park. Being a pioneer in the German tourism industry, Europa-Park was the first theme park to offer a winter season, thus setting a new trend in the industry. Winter has developed into a very successful season a long time ago and even attracts a larger rate of first-time visitors than the summer season. More than 20,000 visitors came to Europa-Park during this year's winter season on peak days.

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On the occasion of Europa-Park's 35th birthday and its 10th winter season, the Icelandic themed area was opened during the winter season for the first time, thus creating the largest offer of winter activities ever. The

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beautiful winter landscape was expanded by three hectares and the new big wheel "Bellevue" enchanted the visitors just like the fantastic winter decoration.

The winter exhibition "Tomi Ungerer – the World of Animals", which was a tribute to the Alsatian artist who will celebrate his 80th birthday this year, attracted approximately 100,000 guests. More than 80 original paintings and drawings by Tomi Ungerer were presented. A lot of those works have rarely or never been exhibited in public before. The interactive exhibition also featured a lot of activities for children. Moreover, Europa-Park was the location for one of the biggest New Year's Eve parties in the Southwest of Germany with more than 5,000 guests.

When Europa-Park opens its doors for the 36th season on 9 April, the visitors can look forward to some truly fabulous encounters: the area between England and Austria will be all about fairy tales. An enchanted forest, which is mystically nestled along the Europa-Park Lake, takes all guests back to their childhood memories. Moreover, the smallest visitors go on a trip with the popular kids' attraction "Ciao Bambini" in Italy. On an unforgettable tour in a gondola they pass Pisa, Venice and Florence on a somewhat different journey through Italy. From Whitsun 2011, "Volo da Vinci" makes the dream of flying come true! In Leonardo da Vinci's ingenious flight machine, guests will hover high above the Italian themed area. However, the interactive ride demands a great deal of muscular strength – just the way it used to be in the Italian genius' time!

From 9 April until 6 November, Europa-Park will be open daily from 9 am to 6 pm (longer opening hours during peak season. Winter 2011/2012: 26 November 2011 until 8 January 2012 (except 24/25 December), daily from 11 am to 7 pm. Infoline: +49 (0) 1805 / 77 66 88 (14 Cent/Min. from the German landline network, prices for mobile and international calls may differ).

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