

## 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, Europa-Park GmbH & Co., Freizeit- und Familienpark KG, D-77977 Rust

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

**Number of new employees:** 20

**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 2010, conducted by human geographer Prof. Dr. Fichtner:**

Figures and trends of the season 2010

**Visitors:**

**Number of visitors in 2009 (summer + winter):** over 4 million

#### Contact

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

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**Total number of visitors since existence:** over 86 million

**First time visitors 2009:** 20 %

**Repeat visitors:** 80 %

**Visitors who stay several days:** 26 %

**Families:** 70 %

**Nationalities of visitors:**

Germany: 49 %

Switzerland: 20 %

France: 20 %

Others: 11 %

**Average age of visitors:** approx. 28 years

**Average duration of stay:** 8.3 hours

**Average duration of journey:** approx. 2.2 hours

Trends:

Increase of visitor numbers: 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).

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Guests of Europa-Park also visit other tourist destinations in the region (spill over effects).

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The trend towards a destination for short holidays is going on. Here, the Europa-Park Hotel Resort is the main attraction.

### **Europa-Park Season 2011:**

Admission prices summer season 2011 in Euro:

Adults: 36.00

Children (4-11 years): 32.00

Seniors/handicapped guests: 32.00

Groups: 31.00

School classes/kindergardens: 22.00

2-day ticket adults: 67.00

2-day ticket children: 59.50

2-day ticket seniors/handicapped guests: 59.50

Annual ticket adults: 145.00

Annual ticket children/handicapped guests: 124.00

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Annual ticket seniors: 130.00

Parking: 4.00

Opening times summer season 2011:

9 April until 6 November 2011, daily from 9 am to 6 pm

(longer opening hours during peak season).

Opening times winter season 2011/2012:

26 November 2011 until 8 January 2012, daily from 11 am to 7 pm

(except 24/25 December)

### **Management:**

Dipl.-Ing. Roland Mack

Dipl.-Wirt.-Ing. Jürgen Mack

Dipl.-Betriebswirt (FH) Michael Mack

Dipl.-Hotelier (HF/SHL) Thomas Mack

### **Address:**

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## MEDIA INFORMATION

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

### Representative offices:

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