Season 2020

*Industry recognises outstanding performance*

**Snorri Touren receives prestigious TEA Thea Award**

***On 19th November 2020, Europa-Park was awarded one of the highest distinctions in the entertainment industry once again. The popular family attraction ‘Snorri Touren’ in the Scandinavian themed area was awarded the coveted TEA Thea Award. The winners of the award were announced via live stream from the IAAPA Attractions Expo in Orlando. The ‘Themed Entertainment Association’ (TEA) presented the TEA Thea Awards for the 27th time.***

When you walk through the small, inconspicuous door in the Scandinavian village, you will find yourself amazed by the 500-square-metre themed journey, which has been lovingly-designed down to the very last detail. Since winter 2019, the lavish themed family attraction by MACK Rides has been a new home to the popular mascot Snorri at Europa-Park. The cheeky, lovable Sixtopus invites you to journey in rubber dinghies to the mystical island of Rulantica on a four-and-a-half minute expedition. To create the attraction, seven exciting landscapes and 20 modern animatronics were installed deep under the Scandinavian themed area, with a total of 17 media projections from Mack Animations to expand the detailed theming and intensify the ride experience. The highlight of the attraction are two multimedia domes, in which the gondolas make a short stop on a moving platform.

The panel of experts gave particular praise to the excellent development of a classic family attraction in combination with the latest projection technology and also added: “The tight schedule for the construction of such a high-quality attraction deserves the highest recognition. Completion of the construction, theming and installation of the ride in just over a year is an amazing achievement.“

“With Snorri Touren, we have created an extraordinary experience for the whole family and, with the combination of ride system and animation, we have taken ourselves to a new level of entertainment. We founded Mack Animations in 2018 precisely to create this type of attraction, and through passion and creativity we are constantly developing new products, such as the VR world innovation YULLBE. This award makes us proud, and confirms that we are on the right track,” says Michael Mack, Managing Partner of Europa-Park and responsible for the MACK Rides headquarters in Waldkirch.

In 2012, Europa-Park received the TEA Thea Award for the world's first looping restaurant ‘FoodLoop’ in the gastronomy category. This was followed in 2013 by the award for exceptional performance, which recognised the Mack family for their fascinating success story of going from manufacturing showmen cars to the world's best theme park. In addition, the popular family attraction ‘ARTHUR’ received the coveted TEA Thea Award for the best ride system in 2017. Since 1994, the non-profit organisation ‘Themed Entertainment Association’ has awarded prizes in various categories for special achievements in the leisure sector. The TEA Thea Award is one of the most important awards in the entertainment industry.