

## MEDIA INFORMATION

### **The story of success continues... Europa-Park reports new record attendance**

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Roland Mack, managing director of Europa-Park: "For us, these figures prove once again the success of our orientation towards high standards regarding quality?. In its third year, the winter season has established as a main pillar of Europa-Park, emphasizes Roland Mack. In the course of this winter season, 260.000 people have visited Europa-Park - 60.000 more than during the previous winter season.

The winter weeks gave Europa-Park an absolutely new atmosphere: over 300.000 lights, more than 2.000 decorated Christmas trees, elaborate decoration, big campfires, a skating rink, a Circus-Revue, a nativity play, a ski school and the beautiful Christmas fair have turned Europa-Park into a sparkling and glistening Christmas-Winterworld. Many roller coasters, such as Matterhorn-Blitz or Euro-Mir were opened despite the cold weather.

The visitors were especially enthusiastic about the beautiful atmosphere and the numerous first-class shows. The Circus-Revue with horses, an elephant, dance, artistry and magic in Europa-Park's Pavillion of Stars was one of the highlights for the visitors. Another very popular first-class show was the ice-show "Wonderland on Ice?", choreographed by Norbert Schramm, with special guest Denise Biellmann.

It is remarkable, that during the winter season the average age of the visitors is higher than during the summer season. In addition, the percentage of people visiting Europa-Park for the first time is higher than during the summer season. Families, including grandma and grandpa, had a lot of fun in Europa-Park's winter-wonderland. It is not at all surprising, that the beautiful winter landscape of Europa-Park was also used as a

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scenery for many TV-productions. For example, the ARD successfully started its entertainment programme "Wir warten auf Weihnachten?". In addition, one part of the very popular live-show "Wetten, dass???" was produced at Europa-Park.

In spite of the difficult economic times, also our Confertainment again had a very successful season. The same applies for the evening programmes, such as the Dinner-Show "Cirque d'Europe?", which again enjoyed great popularity.

Staying overnight at Europa-Park again was a hit in 2003: with 220.000 overnight-stays, the adventure hotels "El Andaluz?" and "Castillo Alcazar?" had a very high capacity utilization.

With such a great demand for short trips to the leisure oasis "Europa-Park?", the owners of the park can start the new season very optimistically. In June 2004, the new hotel "Colosseo?" will be opened. With 1.400 beds and an investment volume of more than 45 million Euro, it is not only the largest hotel in south-west Germany, but also the most unusual Italian hotel outside of Italy. 320 new jobs will be created with this hotel project.

Italy, one of the most popular tourist destinations for Germans, will be an important factor in the season 2004: from April 3<sup>rd</sup> on, a Gladiator Stunt Show will be presented at Europa-Park and thus bring the atmosphere of the Roman Empire to the theme park.

In spite of the fact that Europa-Park will be closed until April 3<sup>rd</sup>, also during the following weeks numerous conferences and events will take place. One of the highlights will certainly be the election of "Miss Germany 2004?" on January 31<sup>st</sup>. Already for the second time, the most beautiful young ladies from all over Germany will meet at Europa-Park in order to convince a prominent jury, who will then elect "Miss Germany 2004?".

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