

## MEDIA INFORMATION

### **Europa-Park's managing director Roland Mack: future trend towards short holidays**

**Rust, January 10th 2005.** The winter opening of Europa-Park has established and is now one of the most important aspects in Germany's biggest theme park. With approximately 300.000 guests, the number of visitors has increased again compared to the previous year. All in all, more than 3,7 million visitors have come to Europa-Park in 2004. This is a new record attendance in the history of the leisure park, which will celebrate its 30th anniversary in 2005. The managers of Europa-Park think that this development, which remains positive also in difficult economic times, also is a signal for the business location Germany. Europa-Park currently employs approximately 2.800 people. All in all, Europa-Park has invested approximately 420 million euro since its opening in 1975.

#### ***Winter season with new record attendance***

More than 3,7 million visitors in 2004 / positive signal for tourism and the business location Germany / approximately 3.000 jobs

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Europa-Park's managing director Roland Mack: "We notice a strong trend towards short holidays. One fourth of our visitors stays at Europa-Park two days or longer. This development confirms the successful concept to build the new Italian themed hotel "Colosseo", which was opened in 2004 with 1.450 additional beds. The occupancy rate of over 90 % in the

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Europa-Park Resort (more than 4.000 beds) is a great success. Roland Mack: "With this special kind of short holidays, Europa-Park offers fun and entertainment for the entire family, but also the number of conference guests is increasing continuously. In addition, more and more visitors book family celebrations at Europa-Park. The "Colosseo" is the first hotel at Europa-Park, which is open year-round.

The success of the winter opening has been increased by the larger overnight accommodation capacity. Four years ago, Europa-Park was the first German leisure park to offer a winter season. Seven fascinating winter-shows, a colourful Parade of Lights and the dinner-shows with the popular French chef Emile Jung ("Cocodile", Strasbourg) prove to be important factors of the winter season, during which Europa-Park presents itself with thousands of fairy lights and beautiful Christmas decoration. With more than 2.000 Christmas trees, many campfires, an ice-skating area and much more, an utterly different atmosphere is created at Europa-Park during the winter season.

Europa-park opens its doors on March 19<sup>th</sup> 2005 for the summer season. New attraction will be a spectacular water ride of the type "SuperSplash", designed by MACK, which is the first component of a Portuguese themed area.

*Further information:* [www.europapark.de](http://www.europapark.de)

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