

MEDIA INFORMATION

Europa-Park Facts

Opening: July 12th, 1975

Location: Rust/Baden, a few kilometres away from the motorway A5, in the border triangle of Germany, France and Switzerland

Total area: 70 hectares

Territory: Old castle park with "Balthasar Castle" (built in 1442) and a large stock of trees

Concept: European themed areas, more than 100 attractions and shows, most of them integrated into the architecture of the themed areas

Owners: The Mack Family, Company Mack KG, 77977 Rust

Number of employees during the season: approx. 2800 employees

Total investment since existence: approx. 420 mio. ?

Overnight stays in the themed hotels in 2004: approx. 320.000

Occupancy rate in the Resort Hotels: 95 %

Total number of beds Europa-Park Resort: 4128
(Europa-Park Resort: Colosseo, El Andaluz, Castillo Alcazar, Guesthouse, Tipi Village and Caravan Site)

Results of the sample inquiry conducted in 2004 by human geographer Prof. Dr. Fichtner

Figures and trends of the season 2004

Attendance:

Contact

Phone +49 7822 77-14100
Fax +49 7822 77-14105
presse@europapark.de

Europa-Park-Straße 2 | 77977 Rust
www.europapark.de/presse

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Number of visitors in 2004: 3,7 million

Summer 2004: 3,4 million

Winter 2004/2005: 300.000

Total number of visitors since opening in 1975: approx. 62 million

First time visitors 2004: 22%

Repeat visitors: 78%

Visitors who stay several days: 24 %

Visitors who come to Europa-Park several times a year: 14 %

Nationalities of visitors:

Germany: 49 %

France: 20 %

Switzerland: 20 %

Others: 11 %

Average age of visitors: 27,9 years

Average duration of stay: 8,5 h

Average duration of journey: approx. 2 h

Trends:

- Increase of attendance: Very good price-performance ratio.
- Europa-Park decoration/atmosphere is changed constantly (depending on the season), which increases repeat visits at Europa-Park.
- Guests of Europa-Park also visit other tourist destinations in the region.
- The trend towards a destination for short holidays is going on. Here, the new 4-star superior hotel "Colosseo" is one of the main attractions.

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- Europa-Park achieves considerable increase in the conference industry.
- The trend towards a multi-media location is going on.

Europa-Park 2005:

Admission prices in ? (winter 2005):

Adults: 21,00

Children: 18,00

Senior citizens/Handicapped persons: 18,00

Groups: 18,00

School classes: 13,50

2-day ticket (adults): 36,00

Parking: 3,50

Evening ticket adults: 10,00

Evening ticket children: 8,00

Winter season 2005: November 26th 2005 until January 8th 2006 (except December 24th/25th)

Awards:

2005: On October 31st, Europa-Park's managing director Roland Mack was elected most important citizen of Baden-Wuerttemberg by readers of the BILD Zeitung Stuttgart. 100 personalities from economy, show business and sports were nominated together with him.

2005: The business magazine "Forbes" has elected Europa-Park among the TOP TEN theme parks worldwide. Europa-Park is the only German leisure park and the only family business on Forbes" top ten list.

2005: Europa-Park is honoured once again with the "Parksmania Award" and is "European Park of the Year?". Each year, the Parksmania Club (Italian Association of Amusement Park Lovers) awards this prize to the best leisure parks. Europa-Park is the first foreign leisure park to be honoured with this award already for the third time.

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2004: "Neckermann Primo 2004?: "El Andaluz? / "Castillo Alcazar? are the most popular Neckermann hotels worldwide. Neckermann is one of the leading tour operators in Germany.

2004: On October 6th, the Europa-Park Hotel "Colosseo? has been elected "Hotelproperty of the Year 2004? by a jury of the branch conference "Hotelforum 2004?. Industry insiders say, that this award is the "Oscar for Hotels?.

2004: On the occasion of the "Berliner Tourismusgipfel 2004? (Berlin tourism summit), Roland Mack is honoured with the "Innovationspreis 2004? (Innovation Award) of the German Tourism Industry on September 20th, 2004. The largest seasonal leisure park worldwide is an outstanding example of innovation, explains Klaus Läßle, chairman of the BTW (Berlin Tourism Industry).

2004: Europa-Park is the best leisure park in Germany: in July Europa-Park gets the best grades in a test conducted by the leisure research institute B.A.T. in Hamburg on behalf of the German magazine "stern? in order to analyse the quality of German leisure parks.

2004: On March 27th, Roland Mack is honoured with the gold medal of honour of the VDI (association of German engineers) for his outstanding work as an engineer.

2004: On March 15th, Europa-Park is honoured with the "Best Exhibitor Award ITB 2004? on the tourism exhibition ITB. Together with Boeing and Lufthansa, Europa-Park is third in the category "tourist companies?.

2004: The restaurants of the Spanish adventure hotels "El Andaluz? and "Castillo Alcazar? are given the title "Family Restaurant 2003? by the Tourismusverband Baden-Württemberg (tourism association) and the DEHOGA Baden-Württemberg.

2004: For its large variety of attractions, its great service and its role as a trend-setter Germany's biggest theme park is honoured with the Italian Parksmania Award as "best European leisure park? on January 16th.

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2003: Roland Mack is honoured with the title "Entrepreneur of the Year 2003" on October 30th in the category "service" in Frankfurt.

2003: On July 3rd Roland Mack is appointed "Chevalier dans l'Ordre des Palmes Académiques" for his work for the French-German friendship. Also in July, Roland Mack becomes a member of the comitee of the University in Karlsruhe.

2003: Roland Mack is appointed "Südbadener des Jahres" in the category economics on May 3rd.

2003: On April 30th, Roland Mack is appointed "Goodwill Ambassador for Families" of the Council of Europe.

2003: In March, Europa-Park was the first leisure park worldwide to be given the certificate "inspected leisure park according to DIN 4112" by the TÜV Süddeutschland (MOT Southern Germany).

2003: Europa-Park is the first international leisure park to be awarded with the "Parksmania Award 2002" as best European leisure park.

2003: Award 2002 by the theme park fansite themepark.gatecentral.com for the great variety of attractions at Europa-Park.

2002: Roland Mack is appointed chevalier of the "Ordre national du Mérite" by the French President Jaques Chirac.

2002: "Neckermann Primo" Award: Castillo Alcazar and El Andaluz among the 10 most popular and best Neckermann hotels.

2002: Europa-Park is the winner of the competition "Partner of the Year 2002" of the bus magazines "Omnibus Revue/Bus Aktuell".

2002: First prize for Europa-Park's "Handbook for Bus Tour Operators" in the category "advertising media of bus tourist partners".

2002: "Loopy Awards 2002": water-rollercoaster "Poseidon" is awarded with "gold" for the best tested water attraction by ThemeParkVision.net

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and the Rollercoaster Friends.

2001: "Spirit of Excellence Award", winner in the category "Best Supervisory Training Program".

2001: Baden-Württemberg honours the managers of Europa-Park for their comprehensive ecological orientation with the "Umweltpreis?".

2000: Europa-Park is honoured by the International Association of Amusement Parks (IAAPA) in Atlanta with the "Spirit of Excellence Award", the most popular employee training prize in the world. Winner in the category "Best Safety Awareness Program", second best in the category "Best Supervisory Training Program".

2000: Europa-Park is awarded with the "TUI Holly 2000" as one of the 100 most popular vacation hotels worldwide.

2000: Award "Top Hotel in the Ortenau Region" for both Europa-Park hotels.

2000: Europa-Park is honoured with the title "Family-friendly Host" in the course of the national competition family-holidays in Baden-Württemberg 2000.

2000: The training programme of Europa-Park is honoured with the "German Training Prize in Bronze" by the BDVT.

2000: Award "Hotelier of the year" for Roland Mack, managing director of Europa-Park, for the highly successful development of both Europa-Park hotels.

1999: Roland Mack is honoured with the Federal Service Cross for his outstanding entrepreneurial achievements. The medal was given to him on his 50th birthday by Hannelore Kohl.

1997: Once again, Europa-Park is the test champion in a comparison conducted by the consumer programme "plus".

1997: Europa-Park is honoured with the "Hamburg Foodservice

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Preis for its innovative strategy in the field of gastronomy. This award is given to companies, who did the branch great service.

1996: "Stiftung Warentest" awards Europa-Park with a "very good" for the second time. Once again, it was the only German leisure park to get this mark. Europa-Park is now rated better than Disneyland Paris.

1992: In a comparison of European leisure parks, conducted by the Italian magazine "Gente Viaggi", Europa-Park was the only park to reach the highest number of points in all categories.

1992: "Stiftung Warentest" compares EuroDisney to other leisure parks with the result, that Europa-Park is "currently the most attractive alternative to EuroDisney".

1990: Europa-Park is awarded with the "Liseberg Amusement Business Applause Award", an Oscar for leisure parks, in Washington.

1990: The product testing authority "Stiftung Warentest" honours Europa-Park with a "very good" (Europa-Park is the only German leisure park to get this mark).

Management:

Manufacturer Franz Mack
Dipl.-Ing. Roland Mack
Dipl.-Wirt.-Ing. Jürgen Mack

Address:

Europa-Park
Freizeit- und Familienpark Mack KG
D-77977 Rust

Phone: +49 / 7822 / 77-0

Fax-Info: +49 / (0)1805 / 77 66 99

Infoline Europa-Park: Phone: +49 / (0)1805 / 77 66 88

Infoline hotels: Phone: +49 / (0)1805 / 86 86 10

Hotel-reservations: Phone: +49 / (0)1805 / 86 86 20

Contact

Phone +49 7822 77-14100

Fax +49 7822 77-14105

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Europa-Park-Straße 2 | 77977 Rust

www.europapark.de/presse

MEDIA INFORMATION

Hotel-reservations (groups): Phone: +49 / (0)1805 / 86 86 30

Internet: www.europapark.de

E-mail: info@europapark.de

Representative offices:

France:

Europa-Press

Mme. Laurette Lourenco-Siefert

17b, rue de la Toussaint

F-67000 Strasbourg

Phone: +33 / 88 / 22 68 07

Laurette.siefert@wannodoo.fr

Switzerland:

Mr. Dieter Borer

Schmelzistrasse 47a

CH-4228 Erschwil

Phone: +41 / 61 / 78 31 045

info@europapark.ch

Bavaria:

Ms. Kerstin Albert

Sieben Morgen 2/B

D-91126 Schwabach

Phone: +49 / 89 / 60060013

Contact

Phone +49 7822 77-14100

Fax +49 7822 77-14105

presse@europapark.de

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