

## MEDIA INFORMATION

### **Europa-Park also during the winter season a fantastic experience**

**Rust, January 8th 2006. With more than 350.000 visitors the winter season 2005/2006 was a great success. According to a sample inquiry, it offers the same positive leisure experience as the summer season. The anniversary season "30 Years Europa-Park?" was the most successful season in the park's history. Almost 4 million visitors came to Europa-Park in 2005. According to a representative survey, Europa-Park has reached a +4.3 on a scale of -5.0 to +5.0. The visitors especially emphasise: European themed concept and internationality, great rides, well-kept facilities and beautiful ambience, short break from everyday life, joint recreational activities for families/groups and ideal destination for short-breaks. Europa-Park's managing director Roland Mack: "So far, our concept has worked out perfectly. We were able to expand the park's catchment area continuously. The average journey time meanwhile is longer than two hours.?"**

Season 2006 marked by the Soccer World Cup / themed hotel "Colosseo?" also opened during off-season / more than 26 % of the visitors stay overnight

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Five years ago, Europa-Park was the first German leisure park to introduce a winter season. Since then, the success of the "magical Winter Weeks?" was increased with expanded hotel capacities. Seven winter-shows, a daily Parade of Lights and the dinner-shows with the renowned French chef Emile Jung, owner of the restaurant "Au Crocodile?" in Strasbourg, are just some of the attractive offers during the "magical Winter Weeks?". In addition, a festive winterly ambience is created with beautiful illumination, more than 2,000 Christmas trees, campfires and ice-skating rink.

More than 450 million Euro invested in Rust

The number of hotel guests has again increased considerably in 2005. Meanwhile, 26 % of Europa-Park's visitors stay overnight and the hotels of the Europa-Park Resort have an occupancy rate of more than 90 %.

More than 65 million people have visited Europa-Park since its opening in 1975. Since then the family company Mack has invested over 450 million Euro.

2006 marked by the Soccer World Cup

On April 8<sup>th</sup>, Europa-Park will open its doors for the summer season 2006. And of course, Germany's biggest theme park will be marked by the Soccer World Cup 2006. The new attraction "Arena of Football - Be Part of It!?" promises fantastic family entertainment. The attraction is a highlight, which guarantees great entertainment not just for soccer fans.

The centrepiece of the indoor attraction is a soccer-scooter with cars in the shape of oversized adidas sports shoes. The ball is rolling and the visitors are right in the centre of the game. With the starting whistle, huge oversized football boots are heading for the ball - all fouls are allowed! The "Arena of Football" is a unique combination of soccer-scooter with stadium atmosphere, Coca-Cola Sports Bar, adidas-Shop and "Walk of Fame?". Here, the visitors can experience the greatest moments in the history of the Soccer World Cup again.

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"Young Star Coaster? - new family coaster

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But there will be more to discover at Europa-Park: an archeological excavation site in the Greek themed area will be built in the course of the season 2006. It invites the youngest visitors to go on a daring roller coaster ride in the new Young Star Coaster "Pegasus" with a maximum height of 15 metres. On this coaster all little explorers (minimum age 4 years, minimum body height 100 cm) can go on a racy ride with steep turns, while the older visitors have fun and action on the roller coaster Silver Star or on the water coaster Poseidon!

Themed hotel "Colosseo" opened during off-season

The hotel "Colosseo" is open year-round. With its Roman wellness area and Italian restaurants, it is a popular destination not just for holidays, but also for conferences and meetings.

On February 4<sup>th</sup>, the most beautiful women in Germany will gather at Europa-Park for the "Miss Germany 2006" finale.

For the future, Roland Mack anticipates economic stability for the region of Southern Baden. Apart from almost 3,000 jobs in the leisure park, Europa-Park has created approximately 8,000 indirect jobs. A scientific survey shows that the region is advancing. The spending power is increasing, there is a growing population and a positive age pattern, states the survey. Mack: "We are especially pleased that 80 % of our guests are repeat visitors. This is the best proof for the high quality of our park. 97 % of the interviewed guests want to visit Europa-Park again in the future?"

Further information about Europa-Park on [www.europapark.de](http://www.europapark.de).

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