MEDIA INFORMATION

Again record attendance in the summer season - Europa-Park strengthens its leading position in Europe

With the Italian hotel "Colosseo", the largest hotel complex in Germany will be built

Europa-Park strenghtens its leading position in Europe. Despite the fact, that the summer season was one week shorter than last year and a not ideal arrangement of holidays, Germany's biggest leisure park in Rust near Freiburg has succeeded in breaking the record of 3,3 million visitors during the summer season 2003 again. Also the short decline of attendance, which was caused by an extreme heatwave in midsummer, could not keep Europa-Park from breaking last year's record.

In addition, the per capita sales have fortunately been steady, against the general trend. This is an indicator for the good price-performance ratio at the park, which has been awarded several times.

Europa-Park's guests have discovered the attractiveness of the different seasons at the park: the trend towards several visits within one season has increased again. Especially the month of October with Halloween was a reason for many guests, to visit Europa-Park several times in the same year. October, traditionally a rather poor month for leisure parks, has thus advanced to be one of the three strongest months throughout the year.

The trend toward short-trips is increasing more and more, at the same time the pressure on the hotels of Europa-Park is getting stronger. The capacity utilization of the hotels is 99 %. Therefore, the expectations for the new Roman-Italian hotel "Colosseo?, which will be opened in June 2004, are set high. One of the biggest hotel complexes in Germany is being built with the new hotel. The Mack family is investing 45 million Euro into the biggest individual project ever of the company. Europa-Park then offers over 3.500 beds in the formerly small fishing village. The leisure park is developing more and more into an important destination for short-trips. The number of visitors staying more than one day is increasing

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Eingetragen beim Amtsgericht Freiburg i.Br. unter HRB 400325 · Geschäftsführer: Dr.-Ing. h.c. Roland Mack, Dipl.-Wirt.-Ing. Jürgen Mack, Dipl.-Betriebswirt (FH) Michael Mack, Dipl.-Hôtelier HF/SHL Thomas Mack

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constantly, emphasizes Roland Mack, managing director of Europa-Park.

The success story of Europa-Park is unbroken. For the first time, the German market leader managed to become the biggest seasonal leisure park in the world. According to a study of the German association of tourism, Europa-Park is the most popular destination right after the "Kölner Dom?. For the two brothers Roland and Jürgen Mack there is no doubt: "Success depends very much on quality and emotion.? While Europe's highest roller coaster Silver Star is the undisputed crowd puller number one, the new highlight of the season 2003, the Magic Cinema 4D, has developed into the second top-attraction for visitors.

With up to 2.500 employees, Europa-Park is one of the biggest employers of the region. And next spring, another 320 jobs will be provided with the new hotel. Europa-Park is a major event- and media-location, as well as a first-class address for conferences. These aspects of Europa-Park are becoming more and more important. Europa-Park has succeeded in becoming more and more accepted as an attractive location for numerous TV-productions. And also the special events in the park by now enjoy a great popularity.

In October 2003, Roland Mack has been awarded with the title "Entrepreneur of the Year 2003? for his outstanding entrepreneurial achievements. Mack: "This great award is a wonderful compliment for our employees and our visions.?

The way Roland Mack sees it, part of the success is still the European component. More than 1,5 million visitors of the park come from the neighbouring countries.

Already for the third time, Europa-Park will be opened for the winter season from November 29th 2003 until January 6th 2004. Novelties are among others a big Circus-Revue, a huge Christmas pyramid, a snow ramp with ski school and a Christmas grotto. The Magical Winter Weeks transform the park into an impressive destination with thousands of lights. Many attractions are opened. Opening hours daily from 11 am until 7 pm (except December 24th/25th). For the first time, an evening-ticket will be offered during the first three weeks of the winter season (from 4 pm on, for 6 ? from November 29th until December 19th).

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