

## MEDIA INFORMATION

### **New survey about leisure parks in the German magazine "stern": Europa-Park best leisure park in Germany**

**Hamburg July 1<sup>st</sup>, 2004. Europa-Park near Freiburg got 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. With this result, Europa-Park confirms once again its outstanding position as market leader in Germany.**

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44 factors were crucial for the appraisal of the parks, among them price-performance ratio, queue time at the attractions, cleanliness and service offers, rest rooms for mothers and infants or friendliness of the employees. With the final grade 9,2 (highest possible grade: 10) Europa-Park was rated "outstanding". Hansa-Park in Sierksdorf is the runner-up with the grade 7,4. Heide-Park Soltau got the grade 7,3 followed by Phantasialand Brühl with 7,2. More information about the results of the test can be found in the magazine "stern" (no. 28).

With 22 million visitors in 200 German facilities during the past year, leisure parks are among the most popular leisure attractions in Germany. 3,6 million visitors have visited Europa-Park in 2003. Therefore, it is the most popular tourist destination in Germany after the Dome of Cologne.

Europa-Park also becomes more and more popular as a short-trip destination for visitors from all over Europe. In June, Europa-Park has opened its third adventure hotel, the 4-star superior hotel "Colosseo", with a big celebrity party. With 2.700 beds, the Europa-Park Hotel Resort is the largest hotel resort in Germany.

Contact  
**Jakob Wahl**  
Spokesman

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

Europa-Park-Straße 2 | 77977 Rust  
[www.europapark.de/presse](http://www.europapark.de/presse)