

## MEDIA INFORMATION

### **Roland Mack accompanies German Chancellor Gerhard Schröder to Saudi Arabia**

Today, Europa-Park in Rust near Freiburg is considered as a figurehead and model of the German tourism industry also on the international market. This became apparent once more during Gerhard Schröder's trip to Saudi Arabia, when Roland Mack, managing partner of Europa-Park, was invited to join the economic delegation. Europa-Park is the most popular tourist destination in Germany, apart from the Cologne Cathedral.

The know-how of Germany's biggest theme park meets great interest in the Middle East. Especially in the fields of tourism, environmental technology, traffic and transportation, the Arabian countries are an extremely important economic factor with an enormous potential for growth. Roland Mack: "This invitation by the German Chancellor is also a confirmation for the successful strategy of Europa-Park, which reached a record attendance of approximately 3,7 million visitors last year."

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