

MEDIA INFORMATION

Anniversary season summer 2005 with new record attendance - Europa-Park continues to be highly successful

Trend towards independent short-break destination/ among the ten most fun theme parks worldwide/ 3,5 million visitors/ 30 years of success/ preparations for winter season have started

In its anniversary season 2005, Europa-Park has once again achieved a new record attendance: 3,5 million visitors have come to Germany's biggest theme park during the summer season 2005. The trend to become an independent short-break destination continues: every fourth visitor stays overnight in the Europa-Park Resort, every fifth visitor comes to Europa-Park several times a year and approximately 80 % of all guests are repeat visitors. In its 30th anniversary season, Europa-Park was elected among the ten most fun theme parks in the world. The renowned business magazine "Forbes" gives Europa-Park the best grades in all categories, among them attractions, quality and friendliness of the staff.

The international honour stands for the ongoing success of the leisure company of the Mack family. Europa-Park's managing director Roland Mack: "The new record attendance shows clearly, that it is still possible to have success in Germany. The increasing number of visitors even in difficult economic times proves that people honour quality, innovation, service and new attractions. We offer entertainment for the whole family and we firmly focus on a higher number of visitors who stay at Europa-Park for several days.?"

Europa-Park has more and more developed into a crowd-puller in the German tourism industry. The visitors of the largest seasonal leisure park worldwide are becoming more and more international. More than 20 % of the visitors are French and another 20 % come to Europa-Park from Switzerland. The hotel and camp resort with more than 4.000 beds attracts more and more visitors from all over Europe.

Contact

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

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

MEDIA INFORMATION

Requests from around the world

As an important representative of the German tourism industry, Roland Mack has travelled to the United Arab Emirates together with the German Chancellor in spring 2005. Meanwhile, the company in Rust near Freiburg gets requests from around the world to build parks for example in China, Vietnam, Saudi Arabia or Eastern Europe. Roland Mack: "These requests are an honour, but we prefer to put all of our energy into the existing location in Germany. Of course, this does not apply to the construction of rides by Mack Rides for companies all over the world.?"

More than 500 new jobs

With almost 3.000 staff members, Europa-Park is the largest employer in Southern Baden. In addition, approximately 8.000 indirect jobs are depending on the company. Since its opening in 1975, approximately 450 million ? have been invested into Europa-Park by the Mack family. Despite the difficult economic situation, more than 500 new jobs have been created during the past years. Roland Mack: " We definitely need an emotional turnaround in Germany and we have to believe in our success. Of course, it is also necessary to offer a high standard of quality and to set new trends again and again.?" For example, the Halloween Weeks are a great success: More than 500.000 people have visited Europa-Park during Halloween.

Events and social commitment

Also the development of Europa-Park into a location for conferences, events and entertainment is highly successful. In 2005, more than 1.000 conferences were held at Europa-Park. In addition, Germany's biggest theme park has developed into a very popular location for TV productions.

More than 500.000,- ? were collected during a glamorous charity gala with the German actress Veronica Ferres and numerous celebrities such as Maximilian Schell, Franziska van Almsick or Heiner Lauterbach. The donations went to Power-Child e. V., which helps to prevent children from being abused. This is a top priority also for Roland Mack, who is "Goodwill Ambassador for Families? of the Council of Europe. For example, the Mack family supports the Council of Europe with a

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youthcamp, where young persons from Israel and Palestine as well as Albanians and Serbs from Kosovo stay together in the park's Tipi Village and discuss the possibilities of peaceful conflict resolution.

Colosseo open year-round

On November 26th, Europa-Park starts its winter season with a big Santa Claus Gathering. Until January 8th 2006 (except December 24th/25th) the visitors can experience the "magical Winter Weeks". Germany's biggest theme park. The hotel "Colosseo" is open year round and has established as a location for conferences and as an oasis for well-being and spa.

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