

## MEDIA INFORMATION

### Europa-Park strengthens position as market leader

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Rust/Germany. New record result: more than 400,000 visitors came to Europa-Park's sixth winter season. The continued increase of attendance during the winter opening clearly shows that the winter season is very popular among the visitors and that it has meanwhile established as Europa-Park's fourth season. Many outdoor and indoor attractions, first-class international shows as well as a large number of additional offers contribute to the great success. The different appearance of Germany's biggest theme park during the cold time of the year results in a growing number of guests that visit Europa-Park several times per year.

All in all, almost 4 million visitors came to Germany's biggest theme park last year. The season 2006 was four weeks shorter than in 2005, this means that the number of visitors slightly increased compared to the previous year. Thus, Europa-Park was again able to strengthen its leading position in Germany.

Also the number of visitors that stay several days at Europa-Park has increased and the occupancy rate in Europa-Park's hotel resort has reached clearly over 90 %. Due to the large number of visitors and the increase of international guests expected in 2007, a new hotel will be openend in July 2007. Next to the Spanish hotel El Andaluz, a fourth themed hotel in the style of an old Portuguese monastery is built. The largest seasonally opened leisure park worldwide invests approximately 10 million Euro in the new hotel project and creates 40 to 50 new jobs. With approximately 3,000 staff members and almost 100 trainees Europa-Park is one of the biggest employers in the region of Southern Baden.

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70 million visitors in 31 years

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During the winter season 2006/2007 Europa-Park welcomed the 70 millionth visitor since its opening in 1975. "Rust is on the brink of disaster?", this is just one of the headlines that were published in 1975, when the Mack family first opened the leisure park in Rust. Meanwhile, Europa-Park has developed into the most popular tourist destination in Germany, apart from the Cologne Cathedral. The large number of visitors confirm the successful concept of Europa-Park with its main focus on a high standard of quality and constant innovation. Roland Mack: "Our guests only deserve the best, and this is what they get here at Europa-Park."

Off-season: Relaxation and culinary treats

Also during off-season, the 4-star superior hotel Colosseo, which is open year-round, is a very popular destination for short-breaks and conferences. A Roman themed poolscape, spa area, conference rooms and Italian restaurants offer the perfect setting for recreation but also for business meetings.

Season 2007

On 31 March 2007, Europa-Park opens its doors with a number of new attractions. For example, the whole family can go on a fascinating expedition to the depths of the ocean in the new interactive indoor ride "Abenteuer Atlantis" and find the fabulous treasure of the mystical city Atlantis.

Next to the main entrance, the "Science House" invites the visitors to learn many interesting facts about science and technology. More than 80 interactive experiments are offered on an area of approximately 1,000 square metres. Admission to the "Science House" is possible individually or in combination with Europa-Park.

*In 2007 Europa-Park is open from 31 March until 4 November, daily from 9.00 am to 6.00 pm (longer opening hours during peak season). Further information on [www.europa-park.co.uk](http://www.europa-park.co.uk) or call +49 (0) 1805 / 77 66 88 (14 cent/min. within Germany).*

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