

MEDIA INFORMATION

Europa-Park reaches record attendance of 4 million visitors for the first time

Rust/Germany, 30th December 2007. For the first time during its 33 year old company history, Europa-Park has reached a record attendance of 4 million visitors in one year. Just before the turn of the year, the Mack family has welcomed its 4 millionth visitor on 30th December 2007. The lucky guest and his family were surprised with a 2-day stay at Europa-Park, including an overnight stay in the new 4-star superior hotel "Santa Isabel".

Europa-Park clearly strengthens its position as the market leader in Germany. Roland Mack: "As a family company we are looking back on a 227 year old company history. In 1975 we have started at Europa-Park with 250,000 visitors – now we welcome 4 million visitors every year. For us, this is also a confirmation that our guests enjoy our concept, which is characterised by high standards of quality, fantastic staff members and innovative new rides." All in all, almost 75 million visitors came to Europa-Park since its opening.

The tendency: Europa-Park's guests are becoming more and more international. Especially the visitor numbers from Switzerland, France and Austria are growing. For the first time, approximately one million visitors came from Switzerland and France in 2007. Moreover every fourth visitor meanwhile stays overnight in the Europa-Park Hotel Resort, so that Germany's biggest theme park is developing more and more into an independent short-break destination.

Europa-Park will be open for the "Magical Winter Weeks" until 6th January 2008. Some of the highlights of the winter season are a big Chagall-exhibition, the live TV-show "Stars auf Eis", which is presented by two-time Olympic Champion Katarina Witt and the Dinner-Show "Cirque d'Europe". Moreover, the "Magical Winter Weeks" offer plenty of

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winter activities such as snow tubing, ice-skating, fascinating winter show-programmes and much more.

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