

MEDIA INFORMATION

Double-digit growth rate for Europa-Park in spite of crisis

More than 2.5 million rides on „blue fire“ / World premiere of DJ BoBo concert

In spite of the economic crisis, Europa-Park celebrates its best season since its opening 34 years ago with a double-digit growth rate. Thereby, the brand-new “blue fire Megacoaster” proved to be a real “magnet” for the audience. 54 percent of park visitors took a ride on the megacoaster. The occupancy rate of the four themed hotels is clearly higher than last year, reaching more than 90 percent. Currently, the planning phase for a new hotel has started. More and more people visit the park several times a season. Nowadays, already 80 percent of park visitors are repeaters. This is a confirmation of the season-concept which has been realised successfully by Europa-Park for several years.

In representative surveys, Europa-Park is constantly well-rated by its visitors. Europa-Park is considered as a very clean, well-arranged and big park. “Europa-Park managed to increase its quality and service despite of a constant growth in quantity”, says Prof. Dr. Uwe Fichtner from Fichtner*Piotrowsky Projektconsulting, responsible for those surveys. The megacoaster “blue fire” was especially successful. In the past six months, more than 2.5 million people dared to take a ride on this spectacular launch coaster. The new rollercoaster is a real “hit” among the visitors, as the scientific-based survey demonstrates: the “adventure-rate” reaches + 4.7 on a scale going from -5 to +5.

“Europa-Park is one of the most significant tourist attractions in Germany“, acknowledges Andreas Braun, director of “Tourismus-Marketing GmbH Baden-Württemberg”. Not even towns with millions of inhabitants have such a high inflow of tourists.

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Despite temporary decrease in the beginning of the year, the event department "Confertainment" reaches its last year's level. Numerous reservations for Christmas and next year confirm this positive trend.

For the future, the worldwide energy-group Gazprom and Europa-Park will be partners and are to cooperate in the Icelandic themed area. Gazprom joins therewith a range of high-class industry partners of Europa-Park, such as Mercedes-Benz, Coca-Cola, Nestlé, Schöller, adidas or Kraft Foods. The main focus of this cooperation will be the building of a 3-floor event and information hall just beside „blue fire Megacoaster“. On 1,300 square metres, visitors will be given contextual information on Gazprom and natural gas. In addition to event rooms and an extended waiting area for „blue fire“, some interactive offers await the visitors for the new season.

During the winter opening from 28 November 2009 to 10 January 2010 (except 24/25 December), Europa-Park turns into a magical winter world. A lot of exclusive attractions and winter shows are there to please the whole family during the cold season. Europa-Park also offers an extraordinary art exhibition during this period: „Faith, hope, love – Marc Chagall's dream of the Bible“. The visitors are given Marc Chagall's vision of the Bible and how he transposed it into his illustrations. Beside the 36 original, hand-signed lithographs by Chagall, which are owned by his family, this exhibition also offers to experience art with all the senses. This is already the third exhibition of this kind realised at Europa-Park with the cooperation of Meret Meyer, granddaughter of Marc Chagall. Another Highlight of the winter opening will be the world premiere of DJ BoBo's new show "Fantasy" on 27 and 28 November. He will be starting his tour by May 2010. The Dinner-Show Cirque d'Europe presents itself with the new programme "Déjà Vu". Illusion or reality? The audience can seek the answer to this question from 21 November 2009 until 16 January 2010.

The start of the season 2010 will be very wet in Europa-Park! A new water ride in the Icelandic themed area will await the visitors for some splashy fun. In contrast, the new-built saloon of the Tipi Village offers a real wild-west feeling with cowboys and Indians. The action-packed Indians' show will surely captivate the Camp Resort's guests.

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