

MEDIA INFORMATION

Europa-Park Facts

Opening: 12 July 1975

Location: Rust/Baden, a few kilometres away from the motorway A5, in the border triangle of Germany-France-Switzerland

Total area: 85 hectares

Territory: Old castle park with „Balthasar Castle“ (built in 1442) and a large stock of trees

Concept: 13 European themed areas, more than 100 attractions and shows, integrated into the architecture of the themed areas

Owners: Mack Family, Company Mack KG, D-77977 Rust

Number of employees during the season: more than 3,100

Number of new employees: 15

Occupancy rate in the resort hotels: over 90 %

Number of beds Europa-Park Resort: 3,500

(Europa-Park Resort: Colosseo, El Andaluz,

Santa Isabel, Castillo Alcazar, Guesthouse,

Camp Resort)

Total number of overnight possibilities Camp Site: 1,200

Results of the sample inquiry 2009, conducted by human geographer

Prof. Dr. Fichtner:

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Europa-Park-Straße 2 | 77977 Rust

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Figures and trends of the season 2009

Visitors:

Number of visitors in 2008 (summer + winter): over 4 million

Total number of visitors since existence: over 82 million

First time visitors 2009: 20 %

Repeat visitors: 80 %

Visitors who stay several days: 25 %

Families: 70 %

Nationalities of visitors:

Germany: 49 %

Switzerland: 20 %

France: 19 %

Others: 12 %

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Average age of visitors: approx. 28 years

Average duration of stay: 8.2 hours

Average duration of journey: approx. 2 hours

Trends:

- Increase of visitors: price-performance ratio is rated very good and fair.
- Europa-Park's decoration/atmosphere is changed constantly (depending on the season), which increases repeat visits at Europa-Park (product diversification).
- Guests of Europa-Park also visit other tourist destinations in the region (spill over effects).
- The trend towards a destination for short holidays is going on. Here, the Europa-Park Hotel Resort is the main attraction.

Europa-Park Season 2010:

Admission prices summer season 2010 in Euro:

Adults: 35.00

Children (4-11 years): 31.00

Seniors/handicapped guests: 31.00

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Groups: 30.00

School classes/kindergardens: 21.50

2-day ticket adults: 65.00

2-day ticket children: 57.50

2-day ticket seniors/handicapped guests: 57.50

Annual ticket adults: 145.00

Annual ticket children/handicapped guests:124.00

Annual ticket seniors: 130.00

Parking: 4.00

Opening times summer season 2010:

27 March until 7 November 2010, daily from 9 am to 6 pm

(longer opening hours during peak season).

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Opening times winter season 2010/2011:

27 November 2010 until 9 January 2011, daily from 11 am to 7 pm

(except 24/25 December)

Management:

Manufacturer Franz Mack

Dipl.-Ing. Roland Mack

Dipl.-Wirt.-Ing. Jürgen Mack

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Infoline hotels: Phone: +49 / (0)1805 / 86 86 10*

Hotel reservations: Phone: +49 / (0)1805 / 86 86 20*

Hotel reservations (groups): Phone: +49 / (0)1805 / 86 86 30*

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(*14 cent/min. from the German landline network, prices for mobile and international calls may differ)

Representative offices:

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