

## MEDIA INFORMATION

### Europa-Park continues its course for growth

**Double-digit growth rate in conference business / great winter exhibition**

**Rust/Germany. In the season 2010/2011, Europa-Park expects to have clearly over four million visitors again. Despite the negative trend in the industry and a rather weak start of the season due to weather conditions, Germany's biggest theme park once again reports very good visitor numbers and an increase in turnover. October was the strongest October since the park was opened 35 years ago. After a slight decrease in 2009, also the conference business now has a double-digit growth rate and is doing great, says Europa-Park's managing partner Roland Mack. With clearly over 90 %, also the occupancy rate is once again higher than during the previous year. Due to the fantastic occupancy, the construction of a fifth hotel is currently planned. Construction is to begin in spring 2011, the opening of the new hotel is scheduled for summer 2012. Europa-Park already has the largest hotel resort in Germany.**

More and more people visit Europa-Park several times during the season. More than 85 % of the visitors are repeaters. This is a confirmation of the successful season-concept, which has been realised consequently for over ten 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 the department of cultural geography at the University in Freiburg/Germany, who is responsible for those surveys.

The "blue fire Megacoaster" powered by GAZPROM is especially popular among the visitors. Already in the middle of the summer season the five millionth passenger has been transported on the spectacular launch coaster. Moreover, the high "adventure-rate" of + 4.7 on a scale from – 5.0 to + 5.0 proves that the megacoaster is among the favourite rides.

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“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 rate of inbound tourism.

Until 7 November 2010, Europa-Park welcomes its visitors for the Halloween season. 160,000 pumpkins, 6,000 corn plants, bales of straw, spider-trees, skeletons and much more guarantee a truly creepy ambience throughout the park. One of the highlights during the last week of the summer season is the spectacular live show “DJ BoBo’s Fantasy goes Halloween”, which is presented on the Festival Area every evening.

The winter season will then start on 27 November 2010 and lasts until 9 January 2011 (closed on 24/25 December). A special highlight during this year’s winter season is the big wheel “Bellevue” in the Icelandic themed area. Nestled in the overwhelming landscape of fire and ice, the 55 metre high funfair attraction with 42 gondolas offers a beautiful view over Europa-Park’s winter landscape. The Icelandic themed area will be opened for the first time during the winter season for the first time. On an additional area of 30,000 square metres it offers plenty of winter fun in “Whale Adventures – Splash Tours”, inside the “GAZPROM Theme World – the Wonder of Energy” and on the “Lítill Island” playground.

Moreover, the Dinner-Show “Cirque d’Europe” takes the guests on a delicious voyage filled with artistry from 19 November 2010 until 5 February 2011. This year’s programme “Azzurro” promises select delicacies, created by the French starred chef Emile Jung, combined with artistic top-performances, dance, live music and a touch of comedy.

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During the cold time of the year, Europa-Park once again presents a special art exhibition, which is also suitable for children. Centre of the exhibition is the world-famous Alsatian artist Tomi Ungerer, who will celebrate his 80th birthday in 2011. Therefore, 80 of his art pieces are presented under the motto "Tomi Ungerer – The World of Animals". In addition to Tomi Ungerer's cat paintings and sculptures the guests also encounter a number of other animals in the Mercedes-Benz-Hall.

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