

## MEDIA INFORMATION

### Confertainment at Europa-Park

Since the term “Confertainment” was first coined, Germany’s biggest theme park has gained widespread fame well beyond regional borders as a first-rate conference and event location. Invented by Europa-Park back in 1998, the Confertainment concept is now synonymous with professional conferences and celebrating in an exceptional atmosphere. Clients appreciate the idea: over 1,300 events a year are held in Europa-Park.

#### Confertainment: a successful blend of work and entertainment

Working productively in an atmosphere that is both, relaxed and entertaining? At Europa-Park that has long since ceased to be a contradiction in terms. Because it’s the mix that makes it work: Confertainment is the successful combination of conferences and a corresponding entertainment programme. This concept originated in 1998 at Europa-Park and has been successful ever since. By creating an agreeable atmosphere for collective professional pursuits in combination with a wide range of entertainment, Germany’s biggest theme park provides the perfect setting for a successful event: excellent infrastructure, with everything from themed facilities and culinary delicacies to dazzling shows and high-class 4-star themed hotels. This gives Europa-Park a clear edge. Every occasion is professionally planned, organised and executed to make it a unique experience.

#### The right facility for every occasion

From small-scale private family gatherings to major corporate functions, the 26 locations at Europa-Park can accommodate anywhere from 10 to 2,000 people. From July 2012, two additional conference rooms at the new hotel “Bell Rock” will enrich the variety of locations at Europa-Park. All the facilities feature state-of-the-art communication equipment. Embedded in the European themed areas, each facility is designed in the characteristic style of a specific country, providing a touch of holiday flair – and a golden opportunity to leave the daily grind behind for a while....

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In addition to traditional conference facilities and function rooms, various locations can be booked in the theme park itself or in the five themed hotels on the grounds – as can the entire park premises. A vast array of restaurants, bistros and bars are available for events of all kinds throughout the park. With everything from a rustic beer cellar over a vintage 1920s “Pavillion of Mirrors” to the festive classical décor of the ballroom “Berlin”, Europa-Park offers numerous options for events of all shapes and sizes. Real „Wild West feeling“ is waiting for all adventurous visitors in the „Silver Lake Saloon“, where guests enjoy a breath-taking view over the Camp Resort and the idyllic lake while eating culinary delights and watching exciting Western-Shows. Whether it's a family gathering or a corporate function, a conventional conference or seminar, a presentation, jubilee or wedding - the customer picks the setting and designs the event exactly as he desires.

### **The joys of themed dinner events**

Unforgettable evening programmes top off every event. With over 230 artists from approximately 28 countries, Europa-Park's international and multifaceted assortment of shows includes the right choice for every taste. At the “Cirque d'Europe” dinner show in the Teatro dell'Arte – a faithfully reconstructed Baroque-style theatre – Europa-Park's artists present a truly impressive demonstration of breath-taking acrobatics, music and dance while the spectators are treated to an ambrosial gala menu created by the French starred chef Emile Jung.

Or it's off to the jungles of Indonesia for the exotic spectacle “Indonesia Malam”, where an Eastern potpourri of artistic dance, live singing and comedy is served together with a sumptuous Asian four-course meal. The “French Evening” offers another variety of international cuisine in an enchanting atmosphere with comedy, dance and acrobatics, while entrancing aromas and dances becharm the guests at a “Spanish-Moorish Night” and transport those at the “Greek Evening” to the earthly delights of ancient Greece.

Moreover, other evening events can be booked. Confertainment also invites customers to create their very own special evening programme,

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which is organised and executed entirely according to their desires. Whether festive, casual or rustic: at Europa-Park, no wish is left unfulfilled.

NEW: With the start of the season 2012 guests can go on a trip through time, right back into the medieval ages. The new menu and show programme of the “Medieval Banquet” invites visitors into the ancient halls of Balthasar Castle, which was built in the 15<sup>th</sup> century, to enjoy the princes’ favourite delicacies. Framed by jugglers, fire-eaters and dancers guests can feast traditionally with their hands and a dagger.

### Peaceful dreams at Europa-Park Hotels

At the end of an eventful day in Germany’s biggest theme park, guests can treat themselves to golden slumbers right on the premises. The park’s five 4-star themed hotels will help them kick off their drab daily routine and give their spirits a much-deserved break in a laid-back setting. Rest and relaxation beckon in the Italian flair of the “Colosseo”, in the Portuguese monastic idyll of the “Santa Isabel”, in the knightly castle ambience of the “Castillo Alcazar”, or in the Spanish themed hotel “El Andaluz”. NEW: from July 2012, guests can also spend the night in the maritime flair of the fifth hotel “Bell Rock”.

In addition to many leisure activities at Europa-Park the wellness & spa areas in the hotels “Colosseo” and “Santa Isabel” as well as the Europa-Park Fitness Club offer moments of recreation for body and soul.

### One-stop service

Due to the close collaboration with each customer, an individually made-to-order concept guarantees a one-of-a-kind experience: From the planning and one-stop service to smooth running and impeccable execution on the day of the event. In 2011, Europa-Park was voted number 1 event location by more than 4.000 users of [www.toptagungslocation.de](http://www.toptagungslocation.de).

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The Confertainment offer can be booked all year round, regardless of Europa-Park's official opening hours. Eminent customers from Germany, France and Switzerland in virtually every industry are convinced of the successful interaction between conferencing and entertainment in an extraordinary setting.

### Customer references:

Adidas, Bitburger, Burda Direct GmbH; Coca-Cola Erfrischungsgetränke AG; Deutsche Bank AG; Deutsche Telekom AG; Deutsche Post AG; DZT - Deutsche Zentrale für Tourismus e. V.; EDEKA ZENTRALE AG & Co. KG; FC Basel 1893; Kraft Foods Deutschland GmbH; Mercedes Benz; Nestlé Schöller GmbH & Co. KG; Porsche GmbH; REWE; Robert Bosch GmbH; SALM SAS; Siemens AG; Staatliche Toto-Lotto GmbH; Volksbanken Raiffeisenbanken

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