

## NEW SEASON FOR COMPAGNIE DES ALPES LEISURE PARKS

### A EUROPEAN LEADER IN LEISURE PARKS, THE FRENCH GROUP CONTINUES TO INNOVATE AND PREPARE FOR THE FUTURE

Paris, 13 April 2022 - With several million visitors\* each year, 220 attractions across 12 renowned parks, 80 restaurants and cafés, 74 shops, five themed hotels and nearly 5,000 employees at peak season, Compagnie des Alpes is today a major player and the only French group of its size in the global leisure parks sector. In 20 years, thanks to the unique know-how, creativity and agility of its teams, the Group has helped revolutionise the leisure park experience, with the aim of making each of its sites a benchmark in its region.

\* 9.5 million in 2018-2019, the benchmark year before the health crisis

#### New attractions as ever

While CDA's 12 leisure parks have now reopened their doors, the season that has just begun promises to be rich in new attractions at Parc Astérix, Futuroscope, Walibi Rhône-Alpes, Grévin Paris, France Miniature, Walibi Belgium, Aqualibi, Bellewaerde Park, Bellewaerde Aquapark, Walibi Holland, Familypark and Chaplin's World.

**Attractions waiting to be (re)discovered this season:** *Tonnerre 2 Zeus* and the *Défilé Gaulois* at Parc Astérix, *Chasseurs de Tornades* and the *Station Cosmos* hotel at Futuroscope, *CarnaWAAAI* and the new *Exotic Island* area at Walibi Rhône-Alpes, the *Koh-Lanta* universe at France Miniature and *Biberburg* at Familypark, an immersive journey on Austria's largest wild river, as well as the festivities of Grévin's 140th anniversary and the centenary of the *Kid* at Chaplin's World, plus the impressive coasters inaugurated last season: *Kondaa* at Walibi Belgium and *Wakala* at Bellewaerde.

Often built around novel concepts, innovative technologies and immersive universes, themed attractions, shows, events and accommodation developed in the Compagnie des Alpes parks are frequently cited as references by professionals and the general public alike.

*The latest awards include THEA Award 2020 for the best themed hotel for Les Quais de Lutèce (Parc Astérix), Best New Coaster for Objectif Mars (Futuroscope) and Best New European Attraction for Airboat (Walibi Rhône-Alpes) at the European Star Awards 2020, as well as the three best roller coaster attraction awards, Best New European Attraction and E-award for Untamed (Walibi Holland) at the Diamond Themeparks Awards 2019...*

The next few years will be just as packed with novelties in all of the Group's parks, promising rich experiences, new records and original concepts.

In 2023, **Parc Astérix** will host the largest theme area ever built and the flagship attraction, *Toutatis!*, will be the highest and fastest in France. Over the coming years, the park also plans to increase its existing hotel capacity by adding a fourth hotel.

**Walibi Rhône-Alpes** is continuing its transformation with the creation of several theme areas by 2025, including

*Exotic Island*, which will host the *Tiki Academy* family attraction and, from 2024, to celebrate the park's 45th anniversary, an exceptional coaster combining innovation and excitement.

After *Objectif Mars* in 2021, **Futuroscope** is stepping up its transformation with *Mission Bermudes* and the *Aquascope* water park built around three experiential spaces, particularly aqua-digital, slated for 2024 and, the following year, one of the most innovative high-adrenalin coasters on the market. The park will also be home to an innovative and eco-friendly *Eco Lodgee* accommodation concept.

Finally, Bellewaerde Park will begin its facelift over the coming years in order to confirm its place as a leading family park in Belgium, welcoming visitors also from northern France.

## A living experience

CDA's leisure parks offer visitors **an experience that is renewed almost every year**.

By developing "seasonal wings", the Group has not only extended the opening period of its parks, but structured these new visiting periods around themed seasons and a dedicated offer.

In just a few years, the Halloween season has become a must event in France and Europe with more than 1 million visitors at the Group's parks in 2021. Last year, the experience included nearly twenty scare zones, no fewer than 10 haunted houses, a revamped restaurant offer, eight original shows and numerous activities specially developed for each park.

The Group also ushered in the Christmas season at several of its parks, notably Futuroscope and Parc Astérix, which opened its *Noël Gaulois* in 2019.

**The experience is not only becoming more popular, but also longer:** where the profile of the park and its visitors is ready, the Group has developed themed hotels that prolong the immersive experience. Backed with packaged offers for an optimized experience, the development of accommodation aims to welcome visitors from further afield and encourage two to three-day visits. CDA is thus strengthening the positioning of its leisure parks as major players in the development of the tourist and economic attraction of the areas where they are located.

A genuine tourist destination with its three hotels, the *3 Hiboux* (TripAdvisor Certificate of Excellence and Clé Verte label), the *Cité Suspendue* and the *Quais de Lutèce* (voted best themed hotel in the world since its launch in 2020), Parc Astérix saw its attendance rise from 1.8 million in 2016 to more than 2.3 million visitors in 2019.

As for Futuroscope, from this season onwards, it will increase its hotel capacity with *Station Cosmos*, its first themed top-of-the-range family hotel, certified High Environmental Quality, followed by *Eco Lodgee* and its 120 unusual eco-friendly family lodges in 2023.

## From Very High Satisfaction to Customer Enchantment

To maintain its *Very High Satisfaction* standard and offer the opportunity to focus on "what matters most", Compagnie des Alpes relies on a digital strategy that enables it to accompany its visitors both before and during the visit, but also after its end. Visit preparation, queue management, *Click & Collect*, in-park applications, photo sharing etc contribute to an optimized and personalized experience.

## Did you know?

Over the years, CDA has developed its own creation and engineering units, which cover the entire value chain, working closely with the teams of each park to support their development and consolidate their positioning in the local region in keeping with their own identity. This “by CDA” know-how regularly exported within France and abroad, coupled with a constant concern for *Very High Satisfaction* among visitors, have helped establish the Group as a leading European leisure park operator.

## Opening of CDA parks in 2022:

Grévin Paris	1 January 2022
Chaplin's World	22 January 2022
Bellewaerde Aquapark	29 January 2022
Futuroscope	5 February 2022
Walibi Belgium / Bellewaerde Park / Walibi Holland	2 April 2022
Parc Astérix / France Miniature / Familypark	9 April 2022
Walibi Rhône-Alpes	13 April 2022



### A PROPOS DE COMPAGNIE DES ALPES

Depuis sa création en 1989, la Compagnie des Alpes (CDA) s'est imposée comme un leader incontesté de l'industrie des loisirs. Le Groupe opère aujourd'hui 10 domaines skiables et 12 parcs de loisirs de grande renommée dans une démarche intégrée d'excellence opérationnelle et de qualité, au service de la Très Grande Satisfaction de ses clients mais aussi des territoires dans lesquels elle est présente. La Compagnie des Alpes exporte aussi son expertise dans le cadre de missions d'assistance et de conseil dans diverses régions du monde. Parce qu'il suit au plus près les besoins et attentes de ses clients et parties prenantes, le Groupe s'est progressivement développé sur de nouveaux métiers comme l'hébergement et la distribution, au travers de filiales spécialisées : des expertises au-delà de ses métiers traditionnels, pour « faire le mieux ce qui compte le plus ».

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The 2022 season in Compagnie des Alpes leisure parks

Press Release









