

EAS 2008

Euro Attractions Show
January 23-25, 2008

**Ode to Joy: The State of European
Attractions Industry**

Ode to Joy Re-dux



The State of the European Industry

Arnaud Bennet, SNELAC

Federico Gonzalez, Disneyland Paris

Mark Fisher, Merlin Entertainment

John Collins, John Collins Leisure

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What's Left to Buy?



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Why So Secretive?



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How Do You Improve?



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New Developments



Medieval theme park plan shelved

Plans for a medieval style theme park in Canterbury, Kent, have been shelved.

The scheme was one of a number of options put out for public consultation for the 35-acre Kingamead site.



Developers had put forward the suggestion for the fenced village theme park but people decided they did not want the attraction.

Dracula theme park plan bites the dust

Romania has dropped plans to build a massive Dracula theme park in the heart of Transylvania after protests from environmentalists and Prince Charles.



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How Important is the Brand?



Fickle Consumers



Key Performance Indicators



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What Do They Want Next?



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3 Left - Who's Next?



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