



Euro Attractions Show

Thursday, February 1, 2007  
11:45 - 13:00

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

David Camp  
David Cam  
Linda Bernander Silseth  
Serge Naim  
Richard Golding

Euro Attractions Show  
January 30 - February 1, 2007  
Fibes  
Seville Spain





**EAS**  
**2007**  
Euro Attractions Show  
Ode to Joy

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Ode to Joy



*The State of the European Industry*

**Richard Golding**, Parques Reunidos  
**Cees Kikstra**, Starparks  
**Serge Naïm**, Compagnie des Alpes  
**Linda Bernander Silseth**, TusenFryd

**ERA**  
Economics Research Associates

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Parques Reunidos




**Richard Golding**  
*22 locations*

9.2 million visits

€191m turnover

**ERA**  
Economics Research Associates

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## Starparks



Cees Kikstra  
*Movie Park  
Bottrop, Germany*

1.5 million visits






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## Compagnie des Alpes



Serge Naïm  
*21 locations*

6.0 million visits

€137 m turnover






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## TusenFryd




Linda Bernander Silseth  
*Tusenfryd  
Vinterbro, Norway*

570,000 visits

€22 million turnover



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### Ownership/Consolidation

The slide features a collage of logos for various companies. On the left, there are three small images: a palm tree, a blue roller coaster track, and a carousel. The main logos include 'TUSSAUD'S THE GROUP' with a figure holding a globe, 'LEGO' in its signature red and white font, 'Compagnie des Alpes' with a mountain range, 'Gardaland' with a colorful cartoon character, and 'PARQUES REUNIDOS' with a stylized orange 'U' logo. The ERA logo is in the bottom right corner.

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### Areas of Risk

The slide contains several images illustrating different risk areas. On the left, it repeats the three small images from the first slide: a palm tree, a blue roller coaster track, and a carousel. The central images include a night sky filled with stars, a factory with thick smoke rising from its chimney, a Ferris wheel, and an airplane on a runway with 'airtel.com' on its tail. The ERA logo is in the bottom right corner.

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### External Factors

The slide features images representing external factors. On the left, it repeats the three small images from the first slide: a palm tree, a blue roller coaster track, and a carousel. The other images include a woman in a shopping mall, a person sitting on a couch, a soccer player holding a trophy, and a server rack. The ERA logo is in the bottom right corner.

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### Revenue Drivers

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### Investment / Capex

Silver Star @ Europa  
ERA  
Economics Research Associates

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### Expanding Out

ERA  
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## Innovation



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## The Guests



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## The Next Five Years



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