

EAS
2008

Euro Attractions Show
January 23-25, 2008

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**Extending the Season: How Parks Can
Build New Profits With Seasonal
Programming**

TIVOLI



Halloween at Tivoli

TIVOLI
COPENHAGEN

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2008

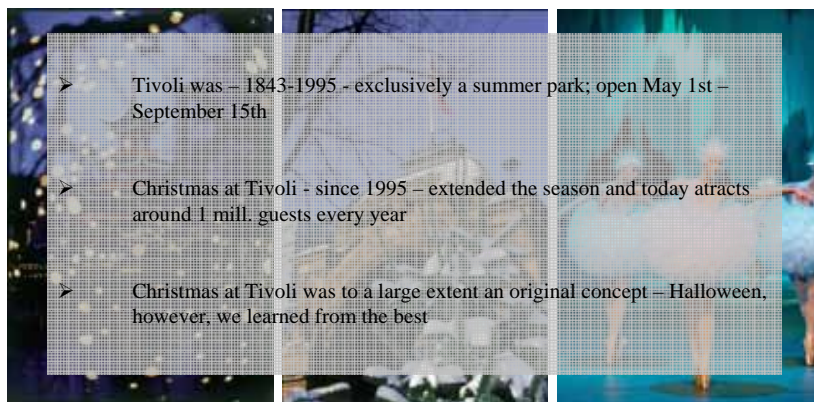
Euro Attractions Show
January 23-25, 2008

The background



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The background



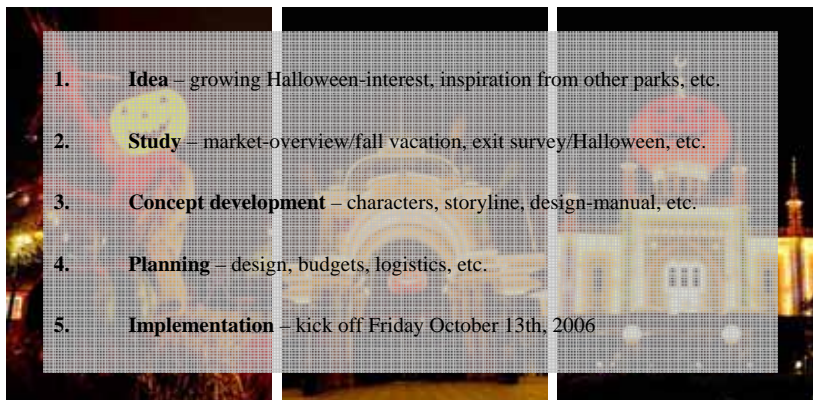
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The process



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The process



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The strategic framework



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The strategic framework

Three photographs showing Halloween decorations at Tivoli, overlaid with a semi-transparent text box containing mission and vision statements. The background images are the same as in the first slide: pumpkins, a windmill, and a scarecrow.

The **mission** is ...

- ... to give our guests the ultimate autumn vacation experience
- ... to present a Children's universe in a consistent, high quality

The **vision** is ...

- ... to define the Halloween tradition in general in Denmark
- ... to establish Halloween at Tivoli as the best Halloween event in Europe

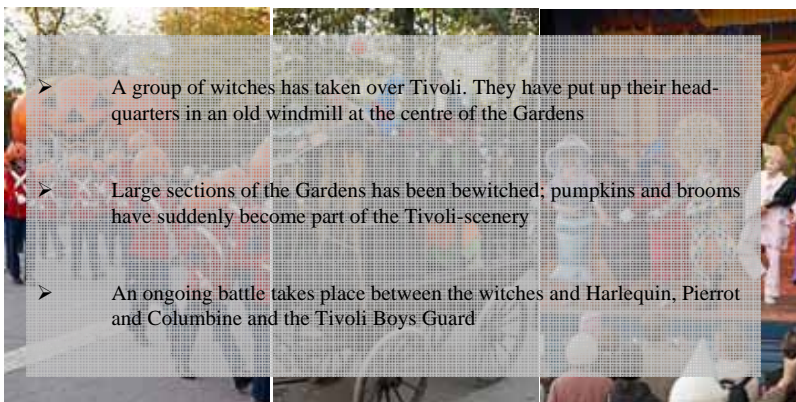
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The story line



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The story line



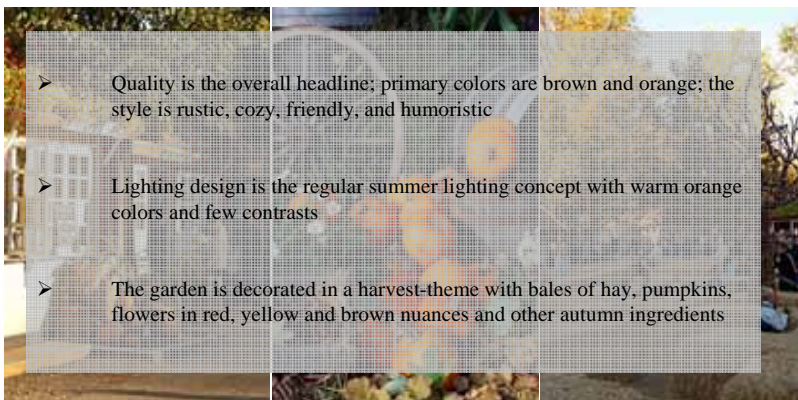
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The visual identity



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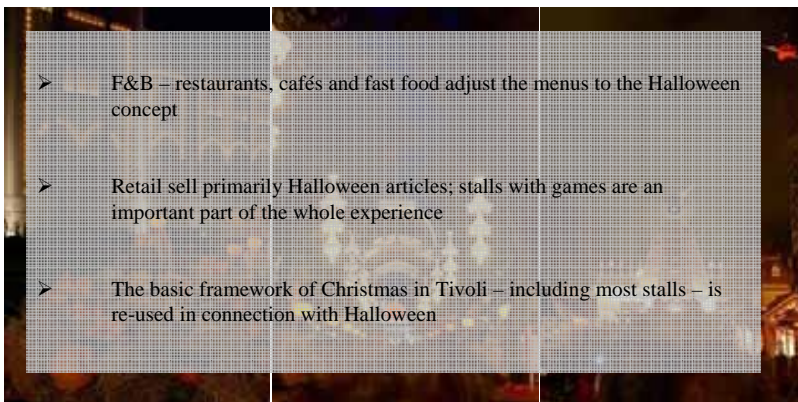
The visual identity



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- F&B – restaurants, cafés and fast food adjust the menus to the Halloween concept
- Retail sell primarily Halloween articles; stalls with games are an important part of the whole experience
- The basic framework of Christmas in Tivoli – including most stalls – is re-used in connection with Halloween

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The target groups



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The target groups



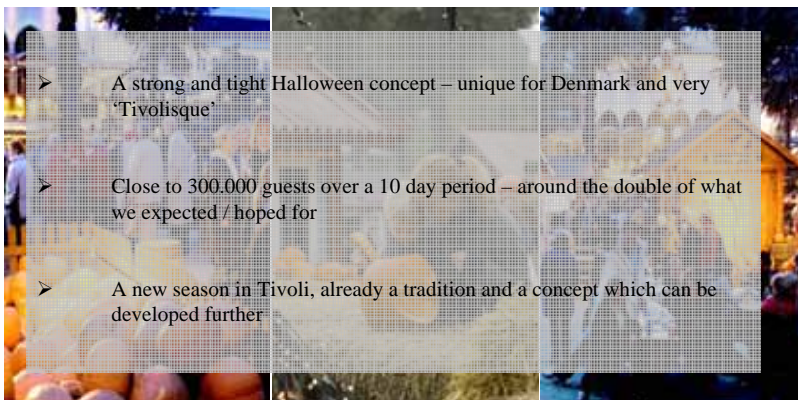
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The end result



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The end result



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