

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



Facts

- Situated in Lillehammer
- Themepark based on Norwegian fairy-tales and trolls
- 25 years in 2009
- 300.000 visitors per year
- 3rd. largest park in Norway
 - Guests from all over Norway, only 25% from within 1,5 hrs driving
 - 95% domestic guests
- 85 opening days





Hunderfossen
 Familypark – Norways one
 and only fairy-tale park!

Hunderfossen Vinterpark

Europas
første
vinterpark

Analysis of the situation – 2004:

- Mature marketsituation – no further growth in summer
- Too few opening days – challenge to keep the good staff
- 80 mill euros in infrastrucur inside the park
- Beautiful park – well built, and adapted for longer season
- Railroadstation 100 m from the park – 2 hrs from intl. airport
- Extensive offer of accomodation:
 - 15000 beds within 30 minutes drive
 - 95.000 chalets/cabins within 2 hours drive
- 4 minutes from Hafjell, Norways 3rd largest alpinecentre
- 15 minutes from Lillehammer – olympics, events, shopping

Hunderfossen Vinterpark

Europas
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Goals, USP and strategy - 2005:

The first pure winteramusementpark in Europe

Based on magic experiences in snow and ice

Phase 1: Supplement to the main winterattractions (Hafjell/Lillehammer)

Phase 2: Own power to attract foreigners – reposition the destination

Target groups

- Foreigners (GB, DK, S, D, NL, B, US, Rus,)
- Proprietors of chalets/cabins
- Hotelguests
- Reinforce with events
- (Marginal amount of regional visitors)

Hunderfossen Vinterpark

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Before opening in 2006...

Analysis of:

Climate, Resources, Possibilities, Concurrents, Trends

Definition of:

Attractions, Budgets, Theming, Visual look, Advertising/PR

Goals:

25.000 visitors within 2009(B/E)

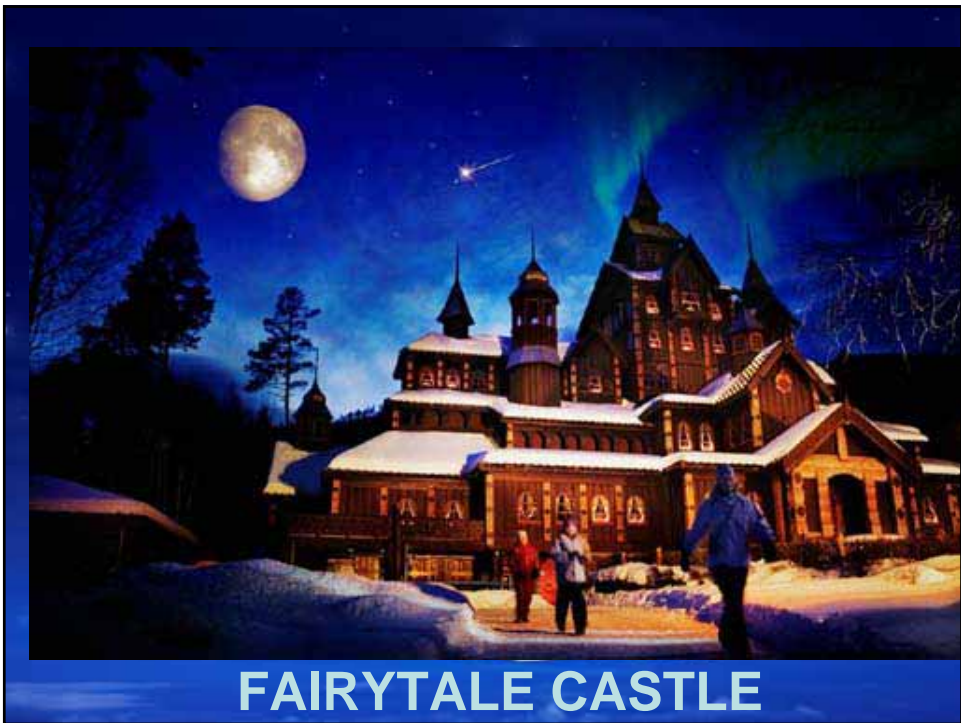
50.000 visitors within 2012

Hunderfossen Vinterpark

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ICE & SNOW





QUAD BIKES - ATV



HORSE SLEDGE



TROLL - SNOWRAFTING



KICKERS



ICEBAR



HIGH ROPES COURSE



KING WINTER - TROLLS



THEATER





ICE HOTEL



ICE CATHEDRAL



ICE HOTEL



FIREWORKS

