

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**



**Extending the season
Halloween at MPG
EAS January 23rd 2008**

Development of Movie Park Germany

- 1996: Opening of Warner Bros. Movie World
- 1999: Six Flags becomes the new owner and in 2000 the new operator of the park
- 2004: Six Flags sells its European Parks to the British private equity partnership, Palamon Capital Partners
- 2004: Movie Park Germany and the other former Six Flags Parks become the StarParks Group
- 2005: Opening under the new name of **Movie Park Germany**



General Impression of Halloween at MPG



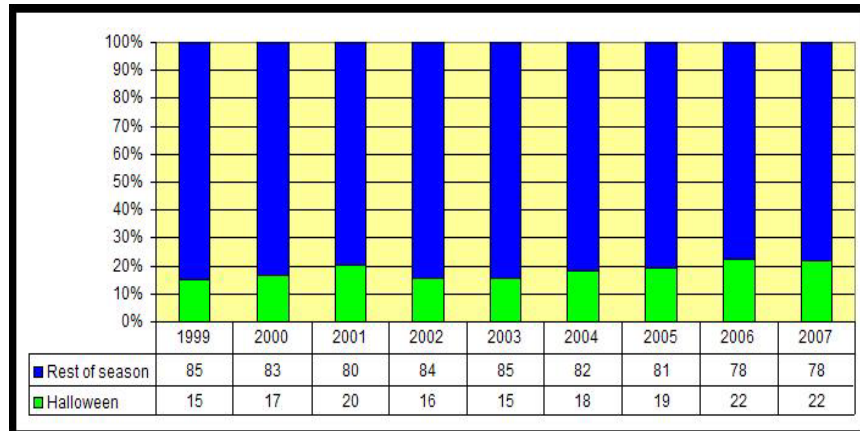
History of Halloween at MPG

- | | |
|----------------------|---|
| Phase 1: 1998 – 1999 | Start, test and exit |
| Phase 2: 2000 – 2004 | New start with real concept (awards!) |
| Phase 3: 2005 – 2007 | Improvements and enlargement |
| Phase 4: 2008 - | Finding ways to take it to a next level |





Development of % Halloween attendance vs. total



Based upon last 6 weeks of season



Chances of Halloween

- Fits 100%: Film Theme of Movie Park Germany
- Creating sense of urgency (incremental visits)
- Focus on radius band of 0-60 KM
- Opportunities for (special) in-park revenue
- Great free PR and Marketing value
- New ticket types (e.g. afternoon ticket)
- Adjustable program (e.g. children)
- New possibilities for corporate partnerships



Challenges (risks) of Halloween

- Loss of image (reaching borders of acceptance of product)
- Due to great success: capacity issues
- This challenges us to introduce additional fee
- Shift of attendance (cannibalization) of regular season
- Bad weather at end of season can jeopardize the planned result which cannot be recovered
- In-Park per cap spending at MPG are down



Questions to answer in general

- What is the goal?
 - Extra product or incremental revenue (or both)?
 - Will a shift in attendance happen from summer to winter?
- Is the park ready?
 - High impact on daily operations
 - When is winter maintenance executed?
 - Infrastructure needs to be ready
- What are alternatives/competitors doing?
- How much time do you give it to make it a success?
- **If you do it..... Do it perfect and enjoy it!!!**





Thanks for your attention
Feel free to ask any question!!

