



WHERE THE **BUSINESS** OF **FUN** BEGINS



Festivals & New Events
Bernard Giampaolo
Mirabilandia
26/09/2017

THE FUN BEGINS
AT EAS 2017
JOIN US!



850K SQUARE METERS OF PURE FUN!



47 ATTRACTIONS



5 THEMED AREAS



AN AMAZING WATERPARK



16 SHOWS



25 BARS AND RESTAURANTS



20 SHOPS AND PHOTO POINTS



SPECIAL EVENTS



WATCH THE VIDEO

EAS

Euro
Attractions
Show



IAAPA

EURO ATTRACTIONS SHOW 2017

www.iaapa.org/EAS

Catchment area Analysis

Customer catchment area analysis

Christmast 2016 catchment area analysis : similar events visited and evaluated in terms of type of installation, opening calendar, shows and street animation but also food and merchandising sold.



The park will offer a special and unique theming completely different from that of competitors .

Many different areas of the park will be themed with more than 150 sculptures and figures specifically created by a team of Italian sculptors and designed by creative team of the park.

Magic and warm atmosphere may be achieved only with big attention and care at any details.

Show and street animations

- Christmast style shows and street animations.
- Music
- Costums
- Scenografy
- Coreografy
- Definition in early Spring

THE FUN BEGINS
AT EAS 2017
JOIN US!



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Staff involvement

- Shops and restaurants will be decorated by our staff members.
- Team building action to discover the creative spirit of our staff members.





The key to achieve a very good results is through a very motivated staff and a very good planning .

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FESTIVALS AND EVENTS

‘Party Events’

Ian Jenkins,

Casting Director Project Development

26.09.2017



EURO ATTRACTIONS SHOW 2017

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EUROPA PARK®

CONFERTAINMENT





















What do you want from a new event?

- New Customers?
- New Target Group?
- Existing Customer Satisfaction?
- Financial Gain?
- New Experience?



NIGHT · BEAT · ANGELS

————— PARTY AND SHOW FOR ADULTS ONLY —————

EUROPA  PARK
FREIZEITPARK & ERLEBNIS-RESORT



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Highlight Components ?

- New Target Audience - 18 Years +
- Mix between Club and Show
- Shared Experience - Dance
- Gastronomy Experience
- Media – “Make Love To The Beat”

VAMPIRE'S CLUB

WELCOME TO OUR DANCE-PARTY!

EUROPA PARK
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VAMPIRE'S
CLUB
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**VAMPIRE'S
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EAS
Euro
Attractions
Show



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EUROPA PARK
THEME PARK & RESORT

**VAMPIRE'S
CLUB**
WELCOME TO OUR DANCE PARTY!



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Components for VampiresClub

- New Audience – 16+ years advised
- Longer Experience
- Total Satisfaction
- New Concept

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TOMORROWLAND

LIVE TODAY LOVE TOMORROW UNITE FOREVER

A wide-angle photograph of a massive crowd at a festival, likely the Euro Attraktion Show. The crowd is dense and fills the foreground and middle ground. In the background, there is a large stage with a red and white striped tent-like structure. The stage is illuminated with bright blue and purple lights, and there are large plumes of white smoke rising from the stage area. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The entire image is framed by a dark blue border with ornate gold-colored scrollwork at the top and bottom.

EURO ATTRACTION SHOW

SEPTEMBER 26TH, 2017

BERLIN, GERMANY

BRUNO VANWELSENAERS

A vibrant night scene at a festival, likely Tomorrowland, featuring a large crowd of people in the foreground and a colorful, illuminated structure resembling a castle or lighthouse in the background. Multiple bright, vertical light beams or fireworks are visible against the dark sky. The entire image is framed by a decorative, ornate border with a central floral motif at the top and bottom.

BRUNO VANWELSENAERS

MD OF TOMORROWLAND

FATHER OF JULIE, THOMAS AND JASPER
PASSION FOR LIFE, SPORTS AND GOOD TIMES





MAINSTAGE - 2005



MAINSTAGE - 2017







FESTIVAL
TICKETS





**FESTIVAL
FOOD**



BY TOMORROWLAND





**LOCAL
BROADCAST**



365

TOMORROWLAND

**WORLDWIDE
MEDIA**









▶ ⏸ 🔊 10:24 / 20:00 ⚙️ 📺 🗑

Tomorrowland 2012 | official aftermovie



Tomorrowland

Abonneren 5,7 mln.

143.840.548 weergaven

+ Toegevoegd aan Delen ... Meer

👍 675.140 🗨 23.328





TOMORROWLAND
TWO FESTIVAL WEEKENDS
21-22-23 + 28-29-30 JULY 2017

BIGGEST SOCIAL MEDIA MUSIC EVENT IN THE WORLD

1.2 BILLION
ONLINE TOUCHPOINTS

200+ MILLION
UNIQUE ONLINE VISITORS



FACEBOOK
891 MILLION
TOTAL IMPRESSIONS
410 MILLION
IMPRESSIONS FACEBOOK LIVE
184 MILLION
UNIQUE PEOPLE REACHED
1.2 MILLION
NEW FOLLOWERS
12.4 MILLION
TOTAL FACEBOOK FOLLOWERS



INSTAGRAM
106 MILLION
TOTAL IMPRESSIONS
293.000
NEW FOLLOWERS
4.5 MILLION
TOTAL INSTAGRAM FOLLOWERS



TWITTER
14.6 MILLION
TOTAL IMPRESSIONS
300.000
@TOMORROWLAND
49.000
NEW FOLLOWERS
2.2 MILLION
TOTAL TWITTER FOLLOWERS



SNAPCHAT
77 MILLION
SNAPS VIEWED BY
4.3 MILLION
UNIQUE SNAPCHAT USERS



TENCENT CHINA
24 MILLION
TOTAL IMPRESSIONS
4.4 MILLION
UNIQUE PEOPLE REACHED



LIVE STREAM GLOBAL
39.7 MILLION
TOTAL IMPRESSIONS
9.5 MILLION
UNIQUE PEOPLE REACHED



YOUTUBE
355 MILLION
MINUTES VIEWED SO FAR OF TML17 DJ SETS
31.6 MILLION
VIEWS SO FAR OF TML17 DJ SETS
5.9 MILLION
TOTAL YOUTUBE FOLLOWERS

COVERAGE BY PRESS, MEDIA PARTNERS, ARTISTS, Vendors AND OTHERS ARE NOT INCLUDED IN THIS OVERVIEW.
INSTAGRAM, TWITTER AND YOUTUBE DO NOT PROVIDE METRICS ON UNIQUE VISITORS.





EUROPE



EBU

USA



MIDDLE EAST



CHINA

Tencent 腾讯

GLOBAL



An aerial night photograph of a theme park, likely Universal Islands of Adventure, showing various rides and structures illuminated with colorful lights. Large fireworks are exploding in the dark sky above the park. The word "Questions?" is written in a large, white, serif font across the center of the image. The entire scene is framed by a dark blue, textured border with ornate gold-colored scrollwork at the top and bottom centers.

Questions?