

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

EURO ATTRACTIONS SHOW 2017 www.IAAPA.org/EAS

THE FUN BEGINS AT EAS 2017 JOIN US!





EURO ATTRACTIONS SHOW 2017

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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.



EURO ATTRACTIONS SHOW 2017



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 sculputes and figures specificately created by a team of Italian sculpturs and designed by creative team of the park.

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

FURO ATTRACTIONS S



Show and street animations

- Christmast style shows and street animations.
- Music

EAS

- Costums
- Scenografy
- Coreografy
- Definition in early Spring



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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.



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EURO ATTRACTIONS SHOW 2017





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

EUROPA PARK

FREIZEITPARK & ERLEBNIS-RESORT

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EUROPA PARK





WESTERN-ABEND







AFTER PARK LOUNGE







KÜCHENPARTY







OKTOBERFEST







TAPAS ABEND







SWR3 HALLOWEEN-PARTY







DINNER-SHOW







APRÈS SKI PARTY ERDINGER URWEISSE HÜTT'N







SPANISCH-MAURISCHE NACHT







What do you want from a new event?

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



-444

NIGHT BEAT ANGELS

------ PARTY AND SHOW FOR ADULTS ONLY -----





WHERE THE BUSINESS OF FUN BEGINS EURO ATTRACTIONS SHOW 2017

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EAS

Euro Attraction Show





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Highlight Components ?

- New Target Audience 18 Years +
- Mix between Club and Show
- Shared Experience Dance
- Gastronemy Experience
- Media "Make Love To The Beat"

AMPIRE'S LUB

WELCOME TO OUR DANCE-PARTY!







AMPIRE'S

NOME TO ONE DAMCE-PARTY







EAS

Euro Attractions Show

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Euro Attraction Show

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Euro Attraction Show 













Components for VampiresClub

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





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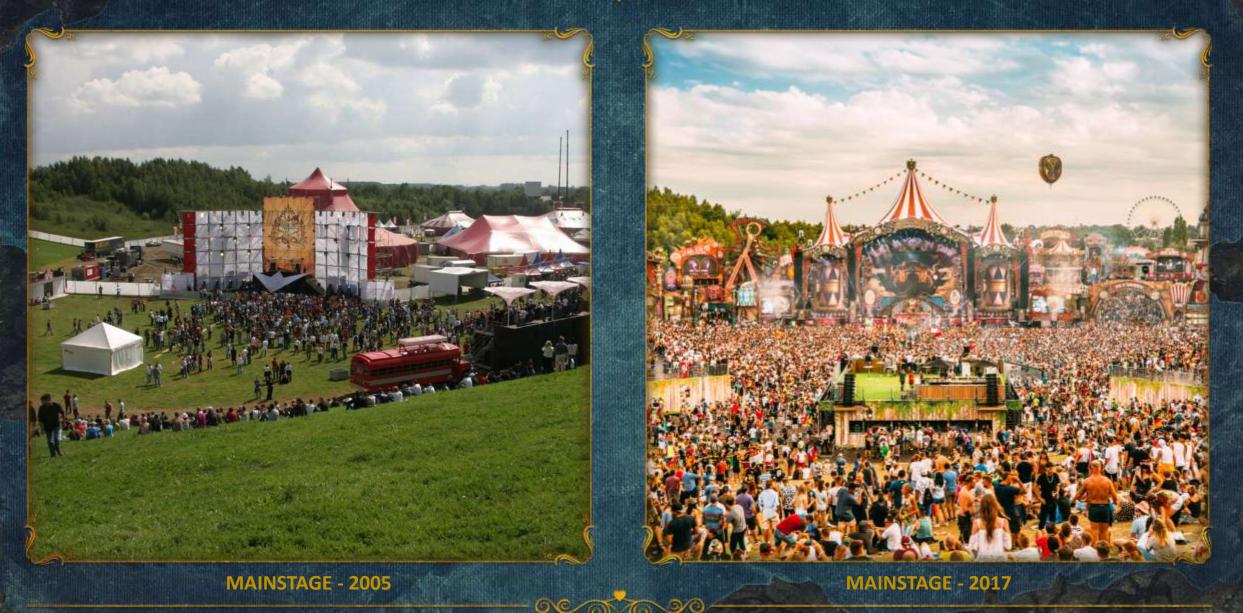
EUROATTRACTION SHOW SEPTEMBER 26TH, 2017 BERLIN, GERMANY

BRUNO VANWELSENAERS

BRUNO VANWELSENAERS MD OF TOMORROWLAND FATHER OF JULIE, THOMAS AND JASPER PASSION FOR LIFE, SPORTS AND GOOD TIMES













FESTIVAL TICKETS

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6vc





FESTIVAL FOOD



10200

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BY TOMORROWLAND



LOCAL BROADCAST



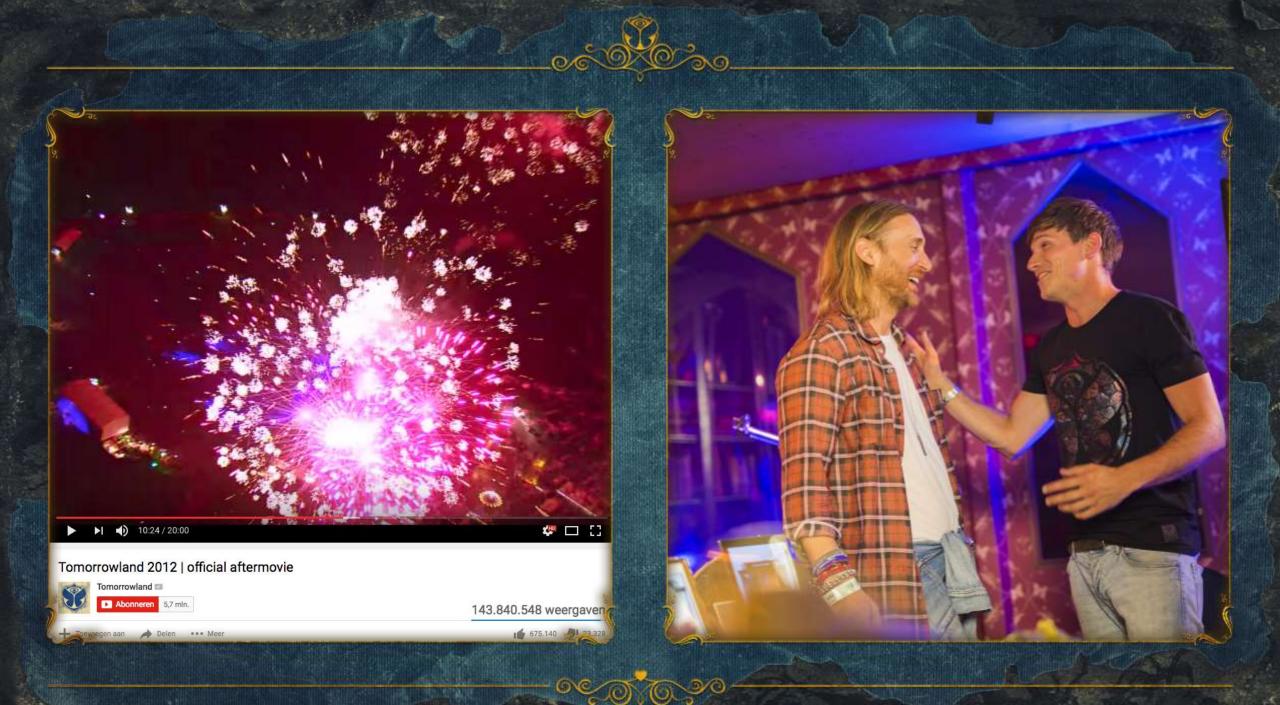
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WORLDWIDE MEDIA













Questions?