

# Parque Warner Beach

The world's first waterpark featuring characters from Looney Tunes and Hanna-Barbera has opened outside Madrid as an added attraction to the city's Warner Bros-themed Parque Warner. *Park World* cools down in the Spanish sun

## Getting wet with Scooby-Doo and Looney Tunes



completely different to other aquatic parks," he notes.

As well as Bugs Bunny, Tweety Pie and other Looney Tunes favourites, the Flintstones and Scooby-Doo also make guest appearances in the park, which was designed and masterplanned internally by Parques Reunidos, working closely with external design company DA2. Much of the theming, including the colourful beach huts and impressive façade that act as a giant billboard to encourage Parque Warner guests to visit, were completed by TAA Industries, a long time Parques Reunidos collaborator.

### Controlled capacity

Approval for the project was granted in 2012 after the results of a feasibility study conducted following requests from guests asking for more aquatic facilities. But why offer the waterpark as an upgrade to the existing movie-themed park rather than a standalone second-gate?

"Warner Beach is an exclusive area for families who want to enjoy and rest during their stay at the theme park," notes Jaime Scott Peña. "The aquatic park has a limited capacity so access must be controlled. The price is similar to that applied to the water area inside the Mirabilandia park of Parques Reunidos in Italy."

It is hoped up to 100,000 visitors will enjoy Parque Warner Beach's facilities this season, both new and existing Parque Warner guests, who now they have somewhere else to cool down and escape the Spanish capital's hot summer temperatures, in addition to the park's four existing water rides. And of course it can't do any harm for the main park's ticket sales or attendance figures. A similar model is in place at the new Agua Mágica waterpark just opened by the Looping group at Isla Mágica in Seville.

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For an introductory price of just €7.90 per person (the regular price will rise to €14.90), families – and the selection of slides and attractions is very family-focused – can enjoy 30,000 square metres of water-filled fun in a chilled-out, relaxing environment where tropical tunes are always in the air.

Built at a cost of €8.5 million, the park includes a shallow depth pool with two water play structures (by Van Egdome and Empex), a lazy river and two interconnected wave pools overlooked by a beach with real sand.

The facility, which can accommodate up to 4,000 daily guests, was officially opened on 17 June and will operate this season through until 7 September. Alongside Aquópolis Villanueva de la Cañada, it is one of two waterparks now operated in Madrid by Parques Reunidos.

What sets Parque Warner Beach apart is the theming, says marketing manager Jaime Scott Peña. "The possibility of using and promoting the Warner trademark, characters and theming makes this area

The themed entrance by TAA



**Slides and attractions**

Serving as an eye-catching backdrop to Parque Warner Beach's wave pools is Parque Warner's Stunt Fall Boomerang Coaster (from Vekoma), the screams of riders overhead complementing the smiles of swimmers bobbing along in the waves. Or you could just sit back and watch the action from the comfort of one of the many sun loungers close-by.

Rio Lenta, the park's lazy river meanders between the wave pools and the play pool, circling its way around the Burger Scooby-Doo restaurant in the centre of the park. As they float by on either one or two-person tubes, guests can prepare themselves for a turbo-charged current when a giant rusty-themed



contraption (themed by TAA) dispenses its load of water into the river at regular intervals.

The main water play structure was provided by Van Egdom, and features numerous interactive water features and seven slides including four tube slides, one of which integrates a small funnel section. Pitched at those aged 5 to 7, this area is complemented by a "sprayground" from Empex

*Bugs Bunny and the water play area by Van Egdom*

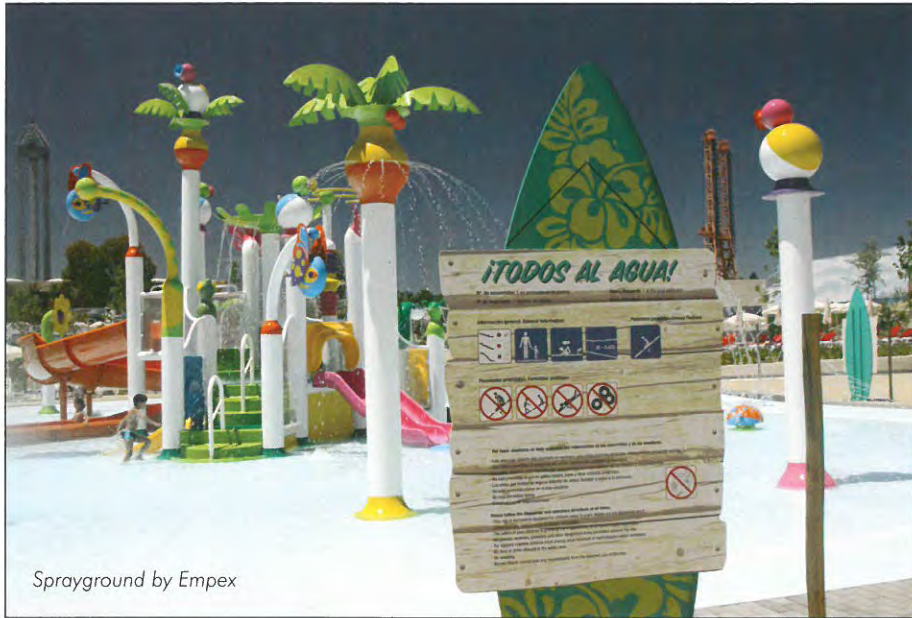


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Sprayground by EmpeX



## Flying the Warner flag since 2002

Opened in April 2002 as Warner Bros Movie World Madrid, the park now known as Parque Warner was built by Six Flags and on its debut featured a stellar line-up of attractions including two B&M rollercoasters, a Vekoma Giant Inverted Boomerang, Intamin wooden coaster, triple S&S tower, three water rides, a Scooby-Doo dark ride and a colourful Looney Tunes themed children's area. Until its retreat from Europe in 2004, the American operator also ran a park of the same name in Germany. Now known simply as Movie Park, the property in Bottrop, North Rhine-Westphalia, was reunited with its

former namesake when it was added to the portfolio of Parque Reunidos in 2010. Located outside the capital in San Martín de la Vega, only the Spanish property still boasts a Warner licence. And now with the arrival of Parque Warner Beach, it has a unique waterpark too.

Watertoys for kids aged 0 to 5 years. Here one orange spiral slide is complemented by three simple drop slides and loads of the attractively-designed interactive water features for which the Canadian company has become known.

Additional waterpark attractions and facilities at Parque Warner Beach include the BBQ Gran Kahuna restaurant, a shop, solarium and VIP area, transporting guests from the heart of Spain to the chicest piers of the California coast. Additional space has been kept free around the perimeter of the park for future expansion, including some larger standalone slides. 🇪🇸

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Parque Warner's Stunt Fall Boomerang Coaster creates a stunning backdrop to the wave pool

