

By the park's own admission it's "the most intricate indoor attraction in the entire history of Europa-Park". After several setbacks, Arthur – In the Minimoy's Kingdom has been entertaining families since the summer at the popular venue near Freiburg, Germany

# ARTHUR


## In the Minimoy's Kingdom

**H**oused beneath a giant dome on a magical island surrounded by Grimm's enchanted forest and two streams, the highly immersive experience takes passengers on a 550m/4-minute long flight through lovingly-detailed scenes from French film director Luc Besson's animated movie trilogy *Arthur and the Invisibles*. In this oversized underground universe, ants take on mammoth proportions, a blade of grass is as tall as a skyscraper and bees give jet planes a run for their money.

Half dark ride, half coaster, the ride system integral to the experience was developed in-house by Mack Rides of Waldkirch. Passengers zip through the experience in suspended cars that have the ability to turn quickly and accelerate out of a scene. Combined with the outside landscaping, theming, animatronics, sound, lighting, smoke, scent and a custom soundtrack, it offers Europa-Park guests an unforgettable ride. But it's not over when guests step off the four-person ride vehicles at the end of their journey.



A 10m-tall Zierer children's freefall tower shaped like a red poppy (as above), a large slide area by Atlantics and a "Mül-Müls" themed Zamperla Jump Around (seen left) await elsewhere inside the attraction building. Hungry and thirsty visitors, meanwhile, can satisfy themselves at Jack's Deli. Additional suppliers and contractors on the project included Neverland, TAA and AAB (theming,) P&P Projects (theming and animatronics), Life Formations and Heimotion (animation) and Kraftwerk (technology).

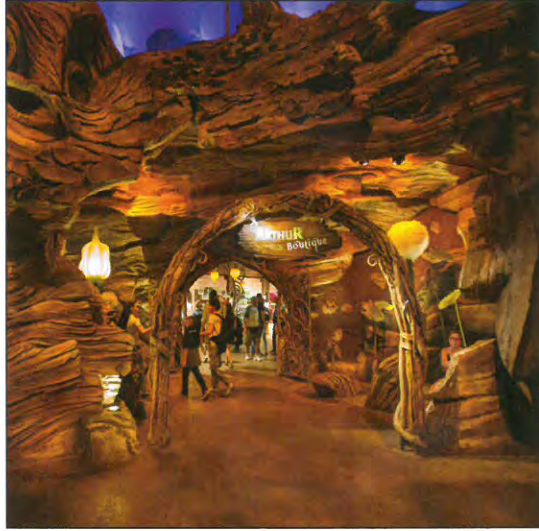
Occupying 3,500 m<sup>2</sup> of space and with a volume of 45,000 m<sup>3</sup>, Arthur au Royaume des Minimoy's – to give it its French name (Europa-Park is expecting a big influx from across the border with the opening of the new ride) – is the largest indoor attraction since the Mack-run park opened in 1975. Mack Rides has since sold a second ride similar system, which will appear in Dubai as part of another richly-themed attraction. 

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How's that for theming!





## 100 million visits can't be wrong!

On Monday 8 September, Europa-Park welcomed visitor number 100,000,000 through its gates. Local girl Monika Wilke, from Neckarsulm, was welcomed with balloons, confetti, stilt walkers and plenty of glitter dust and awarded with a package of perks including queue-free rollercoaster access, reserved seats at the shows, lunch at the historic Baltasar Castle and a backstage tour of Arthur – In the Minimoy's Kingdom, plus a voucher for an overnight stay at one of park's on-site hotels.

And there was a further surprise in store for guests as park founder Roland Mack and his son Thomas let off 100 balloons, each carrying a free ticket. To add to the Mack family's achievements, within just a few days of welcoming Wilke, Europa-Park was recognised as the "Best Amusement Park in the World" in the 2014 Golden Ticket Awards from *Amusement Today*.

Of course the German park has not really managed 100 million guests in its 40-year history, as several of the 100 million will be repeat visitors, but it's still a massive milestone. The main 2014 season runs until 2 November, after which Europa-Park embarks on its popular Winter/Christmas season, at the end of which it is expected to smash the five million annual attendance barrier for the first time and, if it's lucky, hold on to the no.2 spot in Europe for a second successive year.